

HUMOR IN A JUGULAR VEIN

TALES CALCULATED TO DRIVE YOU



No. 3
JAN.-FEB.

LN



10¢

MAD

TH-THEY
SAID THERE WAS
A VAMPIRE IN THE
CEMETERY!... THERE'S
NO ONE HERE BUT
A LITTLE CHILD!



MAD MUMBLINGS



The letters finally have been coming in on MAD No. 1. Very sorry that we can't begin to print all the notes we received, due to space limitations. Nevertheless, our most heartfelt thanks to all of you who did send letters. Every one has been carefully read and digested!

Dear Editors,

Our most appreciative thanks for putting out a "comic" book... Yours is the first one that has stayed in the barracks without being thrown out after being read. I have never heard people laugh out loud at a comic magazine before!—Cpl. Eugene F. Shanlin—U.S.M.C.—Cherry Point, N. C.

... Being up here in Alaska gives a person a lot of spare time. MAD gives us a lot to laugh about. A/2c Corker Sapp—USAF—A.P.O. 942.

... MAD is the latest door to a section 8 discharge.—"Spider" Stanek, Mike Brennan, and "Melvin" Harris—USN—F.P.O., N.Y.

... Allow me to congratulate you! You did it again. —Bill Dennis—Easton, Pa.

... MAD was so funny that... I just had to stop and lean against a telephone pole while I laughed.—Nancy Cash—Louisville, Ky.

... Why didn't you do this before?—Jim Brussey—Parkersburg, W. Va.

... Before I read it, I was a happy carefree person. Now they won't even let me out of this padded cell.—Laurin Lewis—Mental Hospital, Calif.

... If I didn't have a nice soft floor to roll on, I'd have probably landed in the hospital.—Richard Grant—no address.

... I am knocking my head against the wall... —Don Emkens—San Bernardino, Calif.

... Your new magazine is a scream.—Larry Van Cleej—Nampa, Idaho.

... Nearly died laughing.—Jerry Widener—Portales, N. Mex.

... Just what the doctor ordered.—Jon Doy—Chicago, Ill.

... Knockout!—Aristo Lumbré—Wash., D.C.

... Simply delirious.—James L. Bartz—El Paso, Texas

... Oh, you silly boys!—Ronnie Baumgardner—Bloomington, Ill.

... A real peachy-keen jim-dandy comic.—Ted Eggers—Yonkers, N. Y.

... Real George. Quite gone.—Mary Moseler—Muskegon, Mich.

... It's cool. It's crazy!—Melvin—Mishawaka, Ind.

... I flipped!—Wamial Dundle—Rochester, N. Y.

... Great! Great! Great! Great! Great!—Joe Anderson—Brooklyn, N. Y.

... WOW!!!—Edward Saffin—Ft. Wayne, Ind.

... YAHOO!—Tommy Balacek—Astoria, L. I.

... AAAAIEEE!!—Joe Hahn—Seattle, Wash.

... We started a MAD club.—Fred Delse—Shaker Heights, Ohio.

... Long live MAD!—Bob Galeria—Merced, Calif.

... My love to Melvin.—Joan M. Robinson—Phila., Pa.

... Please inform how to get one disposable, prefabricated robot woman.—M. C. Sinald—Canton, Ohio

As you can see, MAD readers certainly are! However, all is not peaches and cream in the mail-box. Here's a sampling of some of the criticism we got!

Dear Editors,

All I have to say about your new magazine... is that it is disgusting.—R. Schmitt—Chicago, Ill.

... I didn't find it one bit funny.—B. J. D.—Kansas City, Mo.

... Not only weren't your stories not funny, I found some of them very stupid.—Joseph Raymond—Baltimore, Md.

... MAD is awful.—Francis Minick—Marceline, Mo.

... A new low in the comic book industry.—Joe White—Chicago, Ill.

Well, we hope the critics are wrong! In any case, as long as we have a drop of India ink left in our veins, MAD will go marching on! Subscriptions to MAD, or any other E. C. mag, cost 75c each... six issues... full year's output! Please keep writing, suggesting, criticizing, etc. The address for mail or subscription orders is:

Mad Editors
Room 706, Dept. 3
225 Lafayette St.
N. Y. C. 12, N. Y.

THE STORY YOU ARE ABOUT TO HEAR IS FALSE! ONLY THE NAMES HAVEN'T BEEN CHANGED SO AS NOT TO PROTECT THE WRITER OF THIS STORY! AND WHEN JOHN LAW GETS A LOAD OF THIS COMIC BOOK, YOU CAN BET MANY A COMIC BOOK WORKER WILL BE RUNNING FROM THE...

DRAGGED NET!



WE'VE GOT AN A.P.B. ON AN M.O. FROM A P.D.Q. ON THE B.V.D. A MAN WAS FOUND MISSING FROM HIS APARTMENT!



THERE WAS BLOOD ON THE FLOOR, BULLET HOLES IN THE WALL, AND A BLOODY BUTCHER KNIFE MATTED WITH HUMAN HAIR IN THE SINK! WE HAVE REASON TO SUSPECT FOUL PLAY!



WE DON'T KNOW WHO THE VICTIM WAS, WE DON'T KNOW THE KILLER, AND WE LOST THE ADDRESS OF THE APARTMENT! YOUR JOB! **GET 'IM!**







I SENT TO WASHINGTON, D.C. AND HAD THEM RUN THE I.B.M. ON TAXIDERM'S M.O.! GOT BACK AN A.P.B. AND HIS M.O. SHOWS HE'S DEFINITELY GOT B.O.!... TAXIDERM IS HIDING HYAR... HYAR IN THE HEART OF THE CONGO!



EXCUSE ME, SAFARI! WE WANT TO ASK A COUPLE ROUTINE QUESTIONS!

FIRST QUESTION! WHAT'S YOUR PHONE NUMBER, DUMPLIN'... NO, NO! I MEAN... WHO'S SAFARI! IS THIS?

THIS NO SAFARI, KID! THIS A CONGO LINE... ONE, TWO, T'REE KICK!



AWRIGHT! WHO'S THIS SAFARI KIDDING? WE KNOW YOU'RE GALUSHA G. TAXIDERM! NOW TALK!

WOULD YOU HOLD THIS A MOMENT, OFFICERS?

OH, SURE!



STEP BACK A MOMENT, OFFICERS! NOW LOOK, GALUSH! IT'D BE A LOT EASIER ON YOU AS WELL AS US IF YOU'D TALK!



JUST EXCUSE ME FOR ONE MORE MOMENT, OFFICERS!

LOOK, GALUSH! WE KNOW YOU'RE STALLING! IT'D BE A LOT EASIER ON US AS WELL AS YOU AS WELL AS US AS YOU AS US...

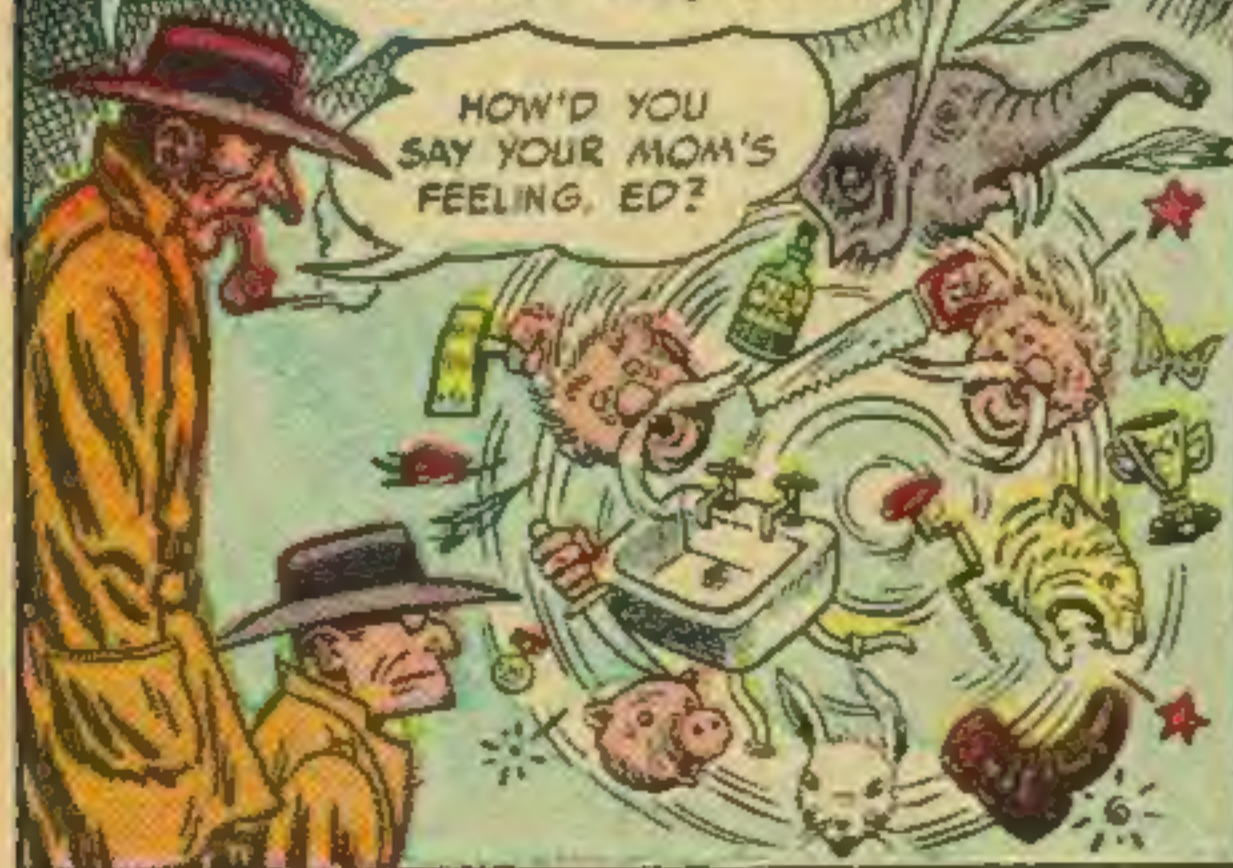


C'MON, GALUSH! WHY'D YOU KILL HIM? TALK!

I DIDN'T KILL NOBODY! WHY YOU ASKIN' ME SUCH QUESTIONS?

JUST ROUTINE, BWAH!

HOW'D YOU SAY YOUR MOM'S FEELING, ED?



C'MON, ED! GALUSHA'S TOLD US THAT HE SAW A GUY NAMED NANOOK OF THE NORTH WITH A SMOKING AIR-COOLED ANTI-AIRCRAFT CANNON IN THE MURDERED MAN'S APARTMENT! IT'S A SLIM LEAD! OUR JOB! GET 'IM!

IN THIS CHAPTER... FIRST THE BAD GUY COMES...





W-WELL...H-H-HERE WE ARE, ED! WE'VE HIKE
ACROSS TIBET... UP TO THE HIGHEST PEAK OF
MOUNT MCKINLEY! WE'RE CLOSIN' IN ON
GLOTZ'S HIDEOUT, BWAH... **CLOSIN' IN!**

DID YOU
EVER TELL ME
HOW YOUR
MOM WAS?

IF THIS MOUNTAIN
YOU DID CLIMB-

WE MADE IT, JOE!
MADE IT, YOU
HEAR! WE MADE
IT!... NOW LEMME
TELL YOU HOW THAT
CHAPTER TURNED OUT!

THAT'S GLOTZ'S
HIDEOUT IN THAT
CAVE AHEAD!...
C'MON OUT,
GLOTZ!

YOU ARE STRONG
& YOU ARE BRAVE

COME OUT, COME
OUT, WHEREVER
YOU ARE!

LET
HIM
HAVE IT,
JOE!

SWOOSH!

AND NOW'S
THE TIME FOR-

IF YOU DON'T
COME OUT, WE'RE
COMING IN AFTER
YOU!

POW
RATATAT!
POW
AK AK AK
BLOW
BAW

Burma Shave

CH-A-ARGE!

OH! BEFORE
ZARKOV GOES,
THERE'S
ANOTHER
PART...

ALL RIGHT, GLOTZ! WE GOTCHA!
IT'S MY DUTY TO WARN YOU!
ANYTHING YOU SAY WILL BE
HELD AGAINST YOU!

HEY! NOBODY'S
HERE!

TELEPHONE!

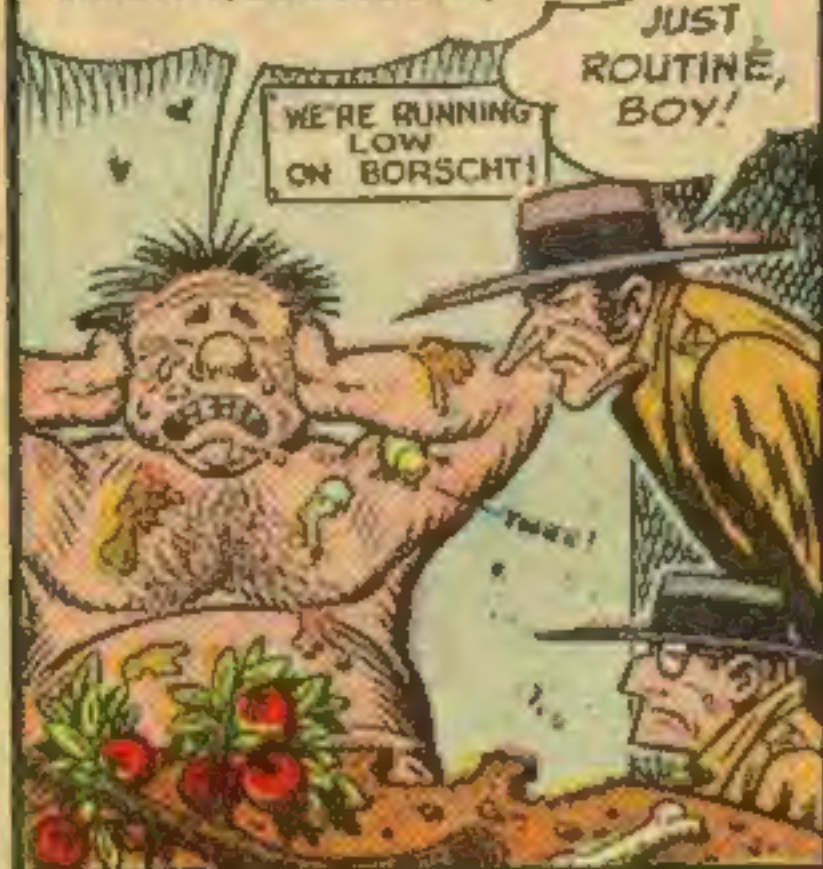
RRING!

HELLO! THAT YOU, FRIDAY? THIS IS
THE CHIEF! COME ON BACK TO THE
OFFICE! GLOTZ IS HERE! ...
JUST GAVE HIMSELF UP!

6



QUESTIONS! QUESTIONS!
ALWAYS ASKING ME QUESTIONS!
I CAN'T STAND IT, I TELL
YOU! I CAN'T STAND
THEM QUESTIONS!



WE'RE RUNNING
LOW
ON BORSCHT!

JUST
ROUTINE,
BOY!

IT ALL STARTED WHEN I
WAS A LITTLE BOY! FATHER
WOULDN'T LET ME SET FIRE
TO MY PLAYMATES! I
BECAME FRUSTRATED...
PSYCHO-NEUROTIC!



SORRY!
NO MORE
BORSCHT!

BRING IN THE D.A.! I'LL TELL
YOU THINGS THAT'LL MAKE
CITY HALL BURN! I'LL TELL
YOU WHERE I HID THAT
OL' BODY...

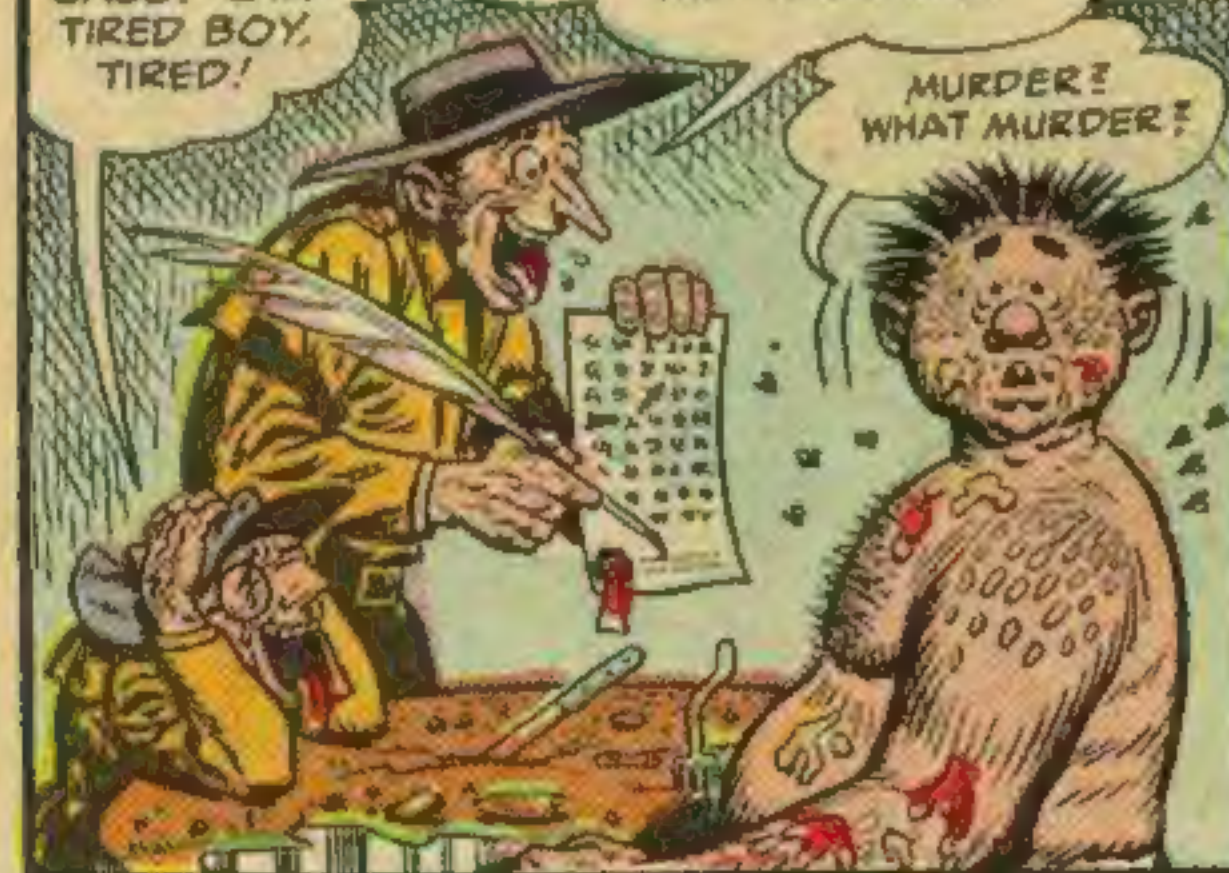


OOH!
...I FORGOT
TO TELL YOU
THE FIRST
PART OF
THAT CHAPTER
BEFORE THE
OTHER PART...

GLORY BE,
JOE! WE'RE
COMING TO THE
END OF THIS
CASE! I'M
TIRED BOY,
TIRED!

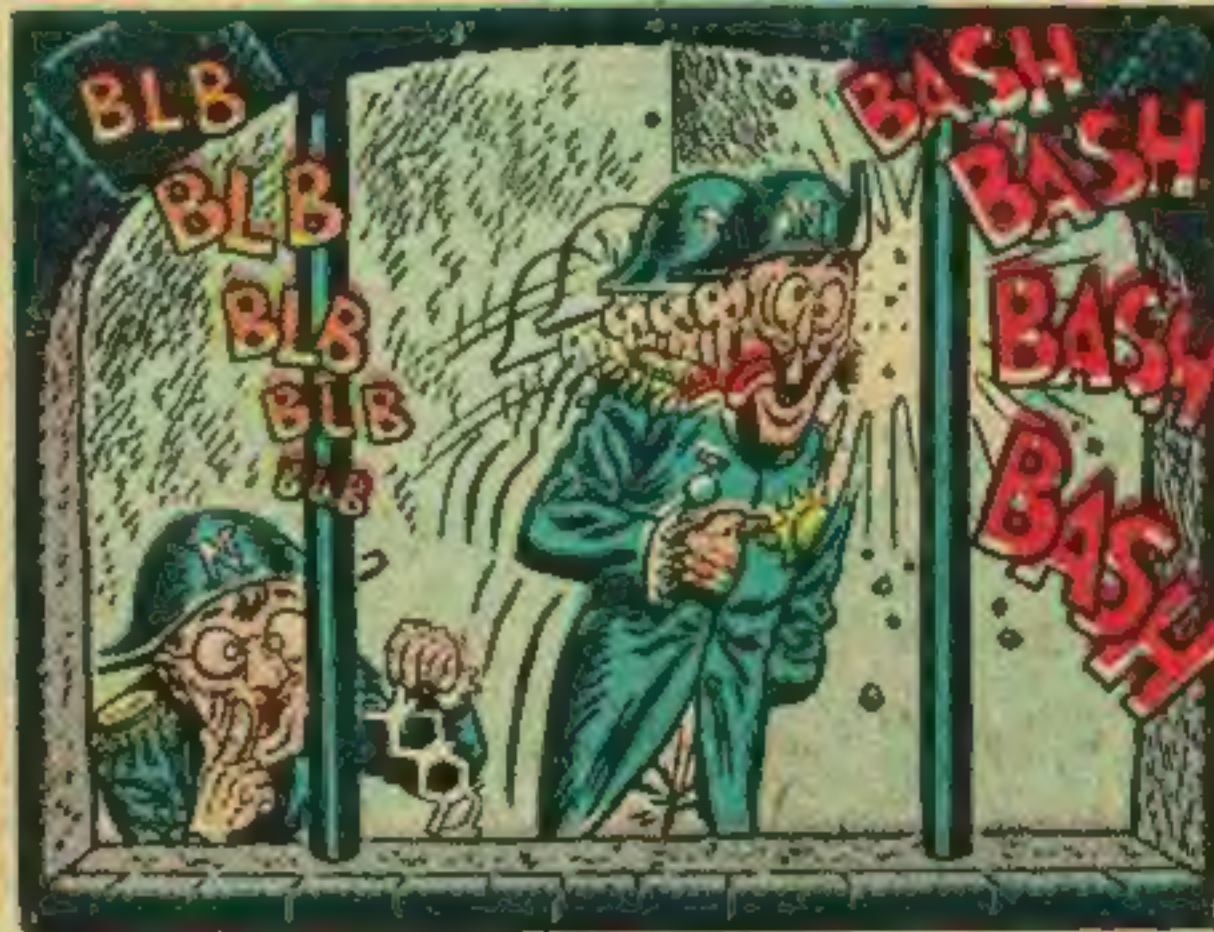
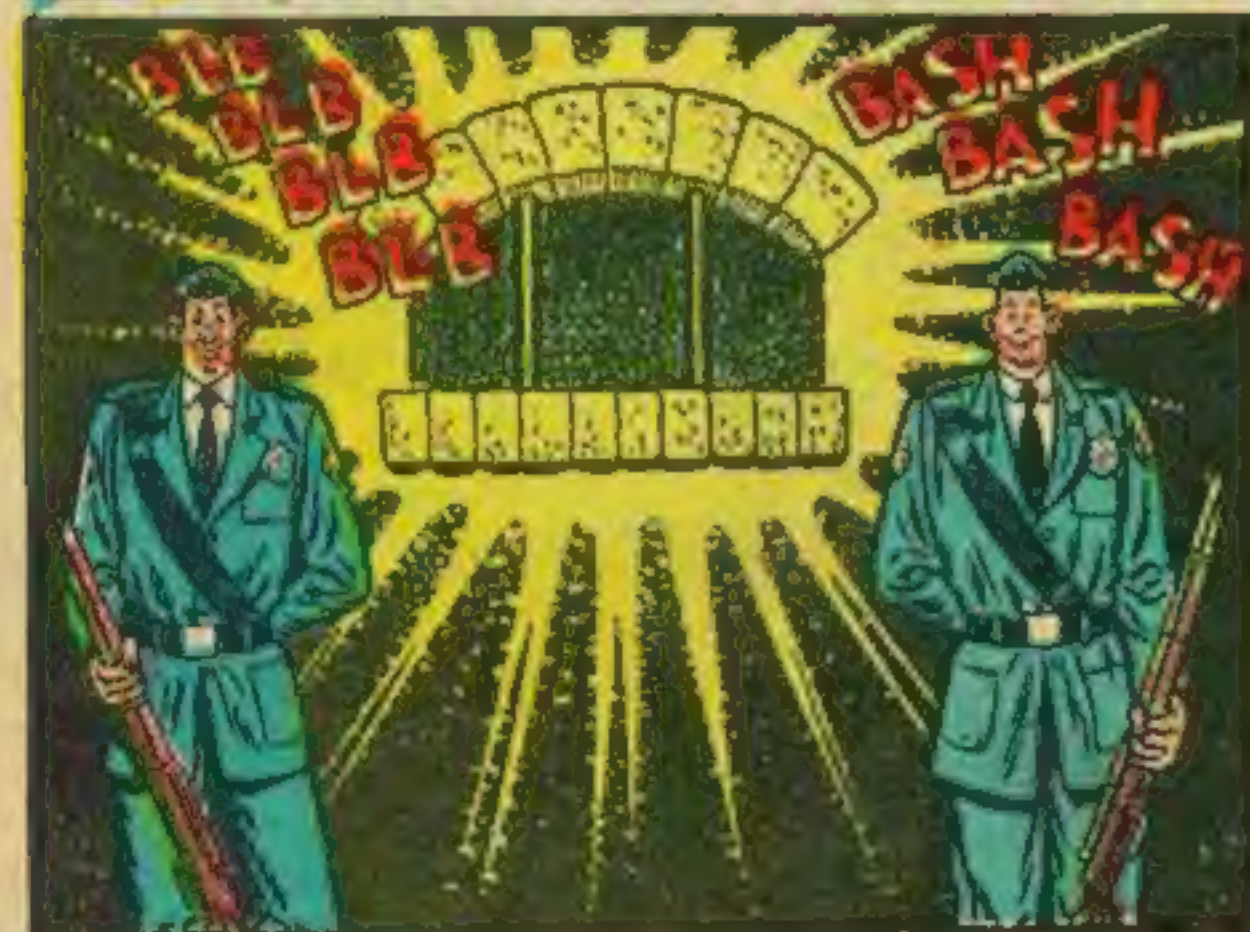
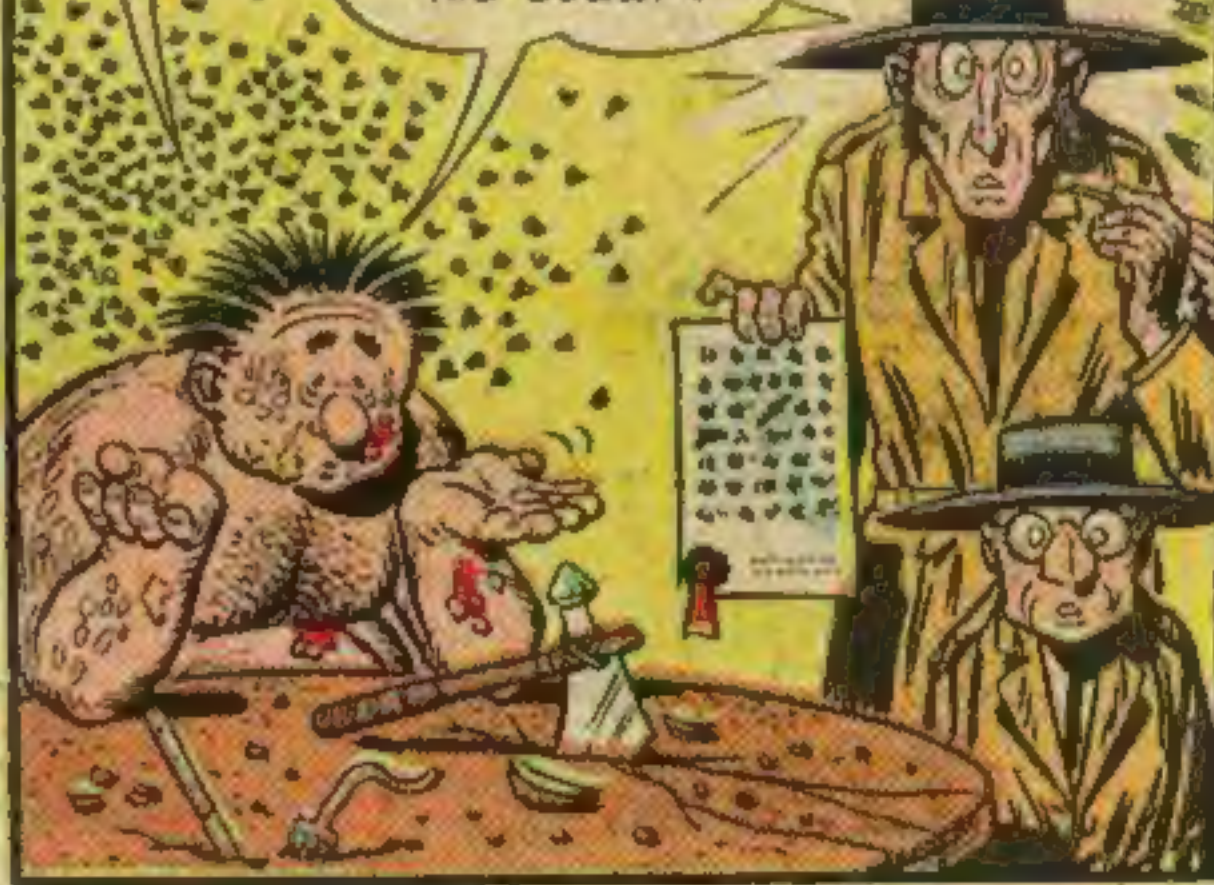
ALL RIGHT, GLOTZ! WE'VE
TYPED UP A STATEMENT! JUST
SIGN HERE AND IT'LL WIND
UP YOUR CONFESSION TO
THE MURDER!

MURDER?
WHAT MURDER?



I DIDN'T
COMMIT NO
MURDER!

THE DEAD MAN
DIED OF A HEART
ATTACK... DIED
PEACEFULLY IN
HIS SLEEP!

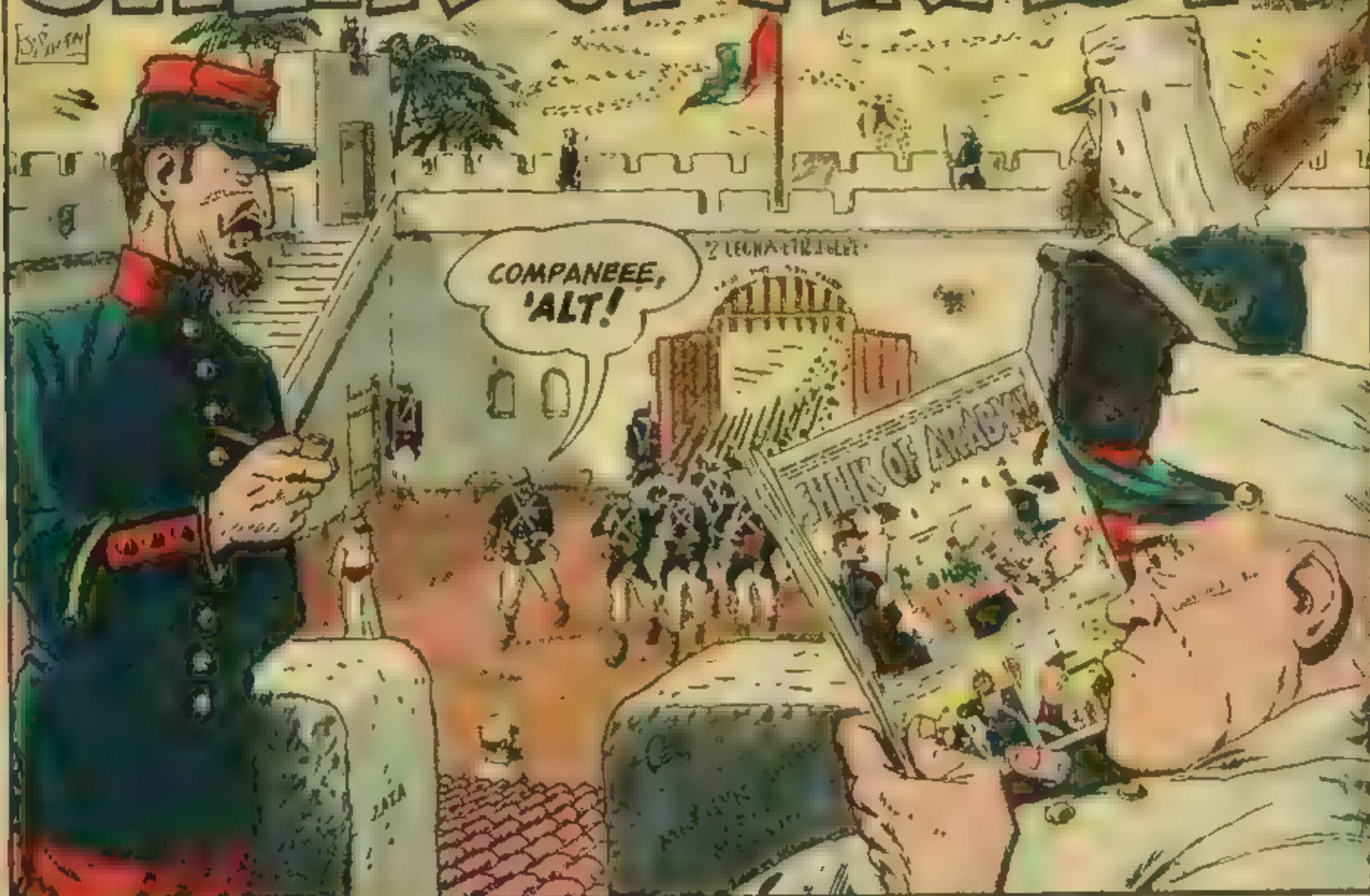


IN OCTOBER OF FOURTEEN NINETY-TWO, THE CASE
WAS FILED IN SUPERIOR COURT! GLOTZ WAS
ACQUITTED, BUT JOE FRIDAY AND ED SATURDAY WERE NOT!

FRIDAY AND SATURDAY WERE SENTENCED TO LIFE IM-
PRISONMENT IN THE STATE BOOBY HATCH WHERE
THEY ARE NOW SERVING OUT THEIR TERMS!

FRENCH FOREIGN LEGION DEPT.: WE ARE ENTERING THE FORT OF WADI EL AYCARE, SITTING SUN-BAKED AND SOLITARY IN THE SHIFTING SANDS OF THE SAHARA! THE WATERLESS SAHARA, THAT HIDES THE SUN-BLEACHED BONES OF MEN, THAT HIDES THE TERRIFYING OUTLAW BAND OF THE ...

SHEIK OF ARABY!

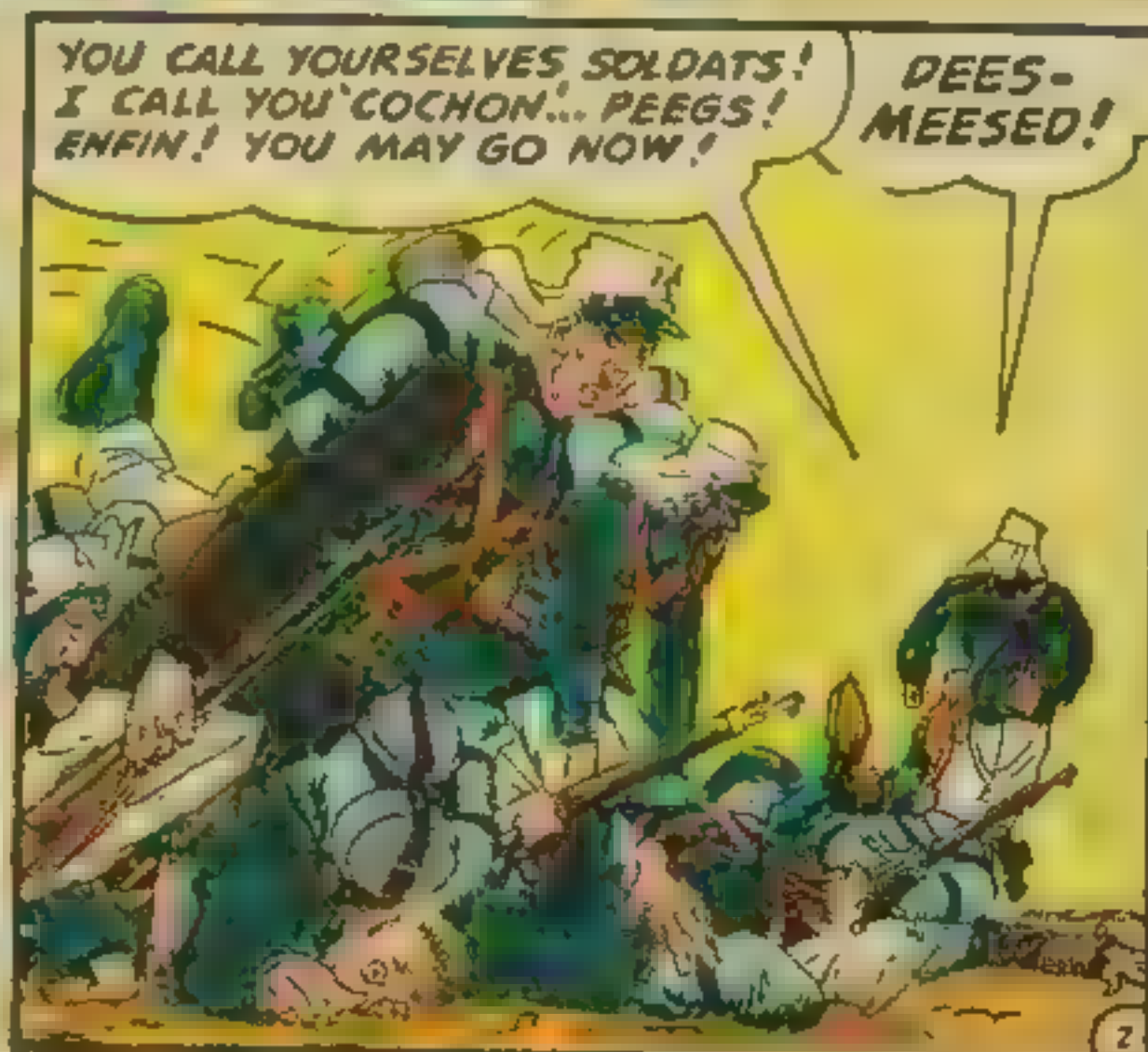
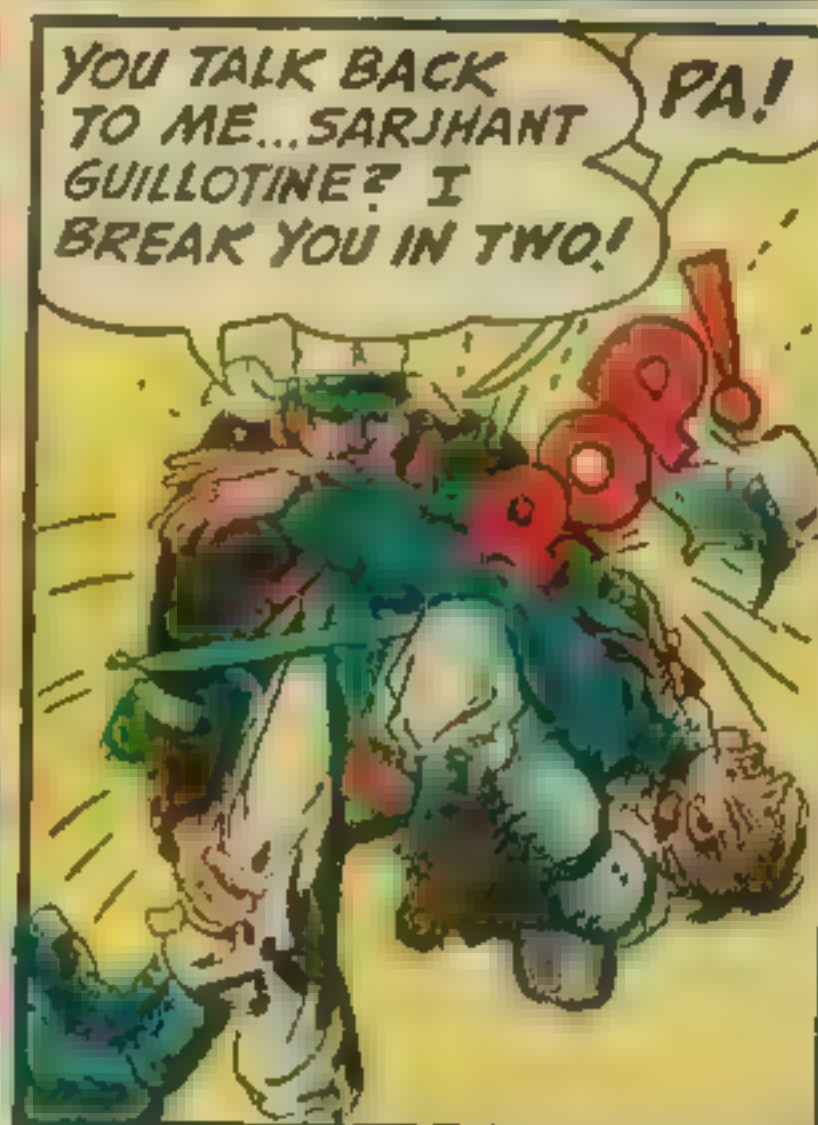
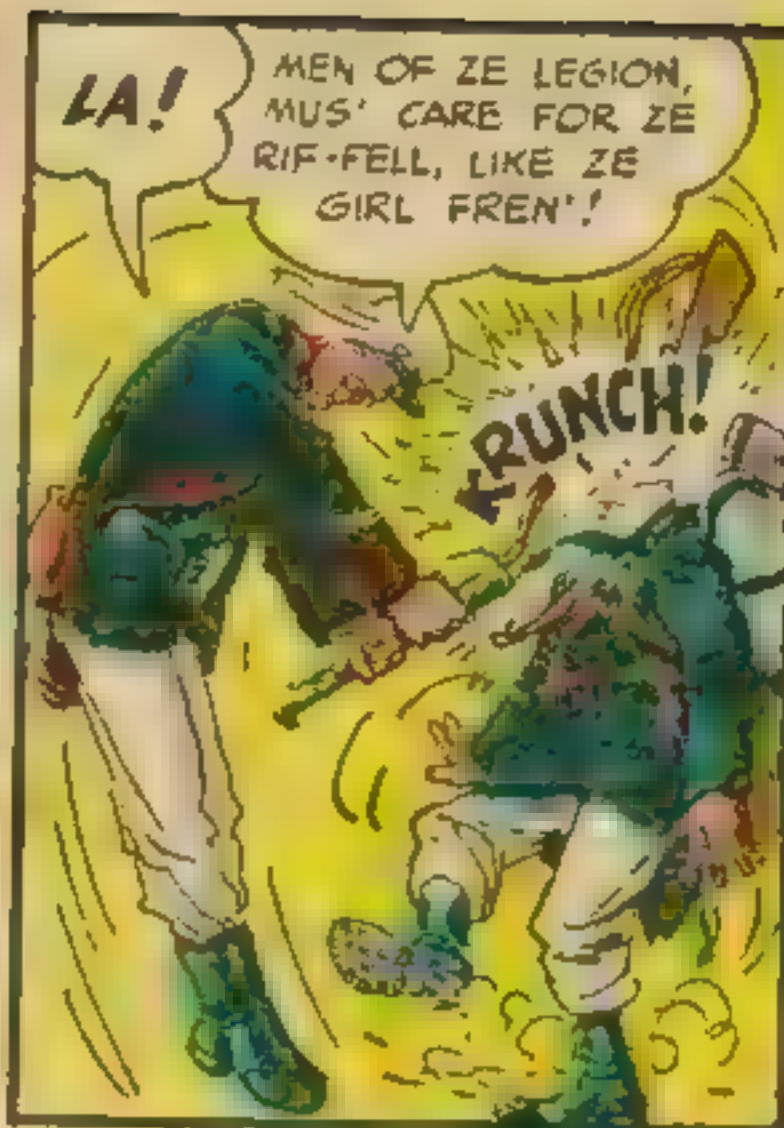
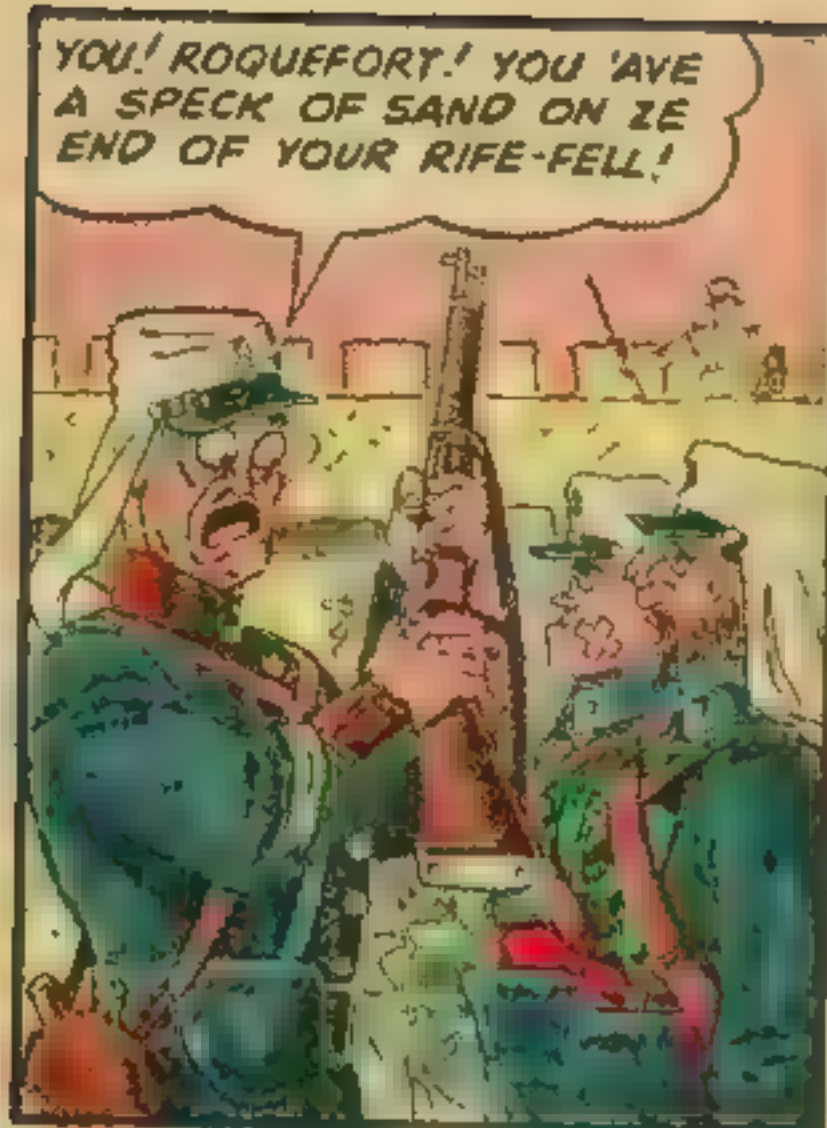


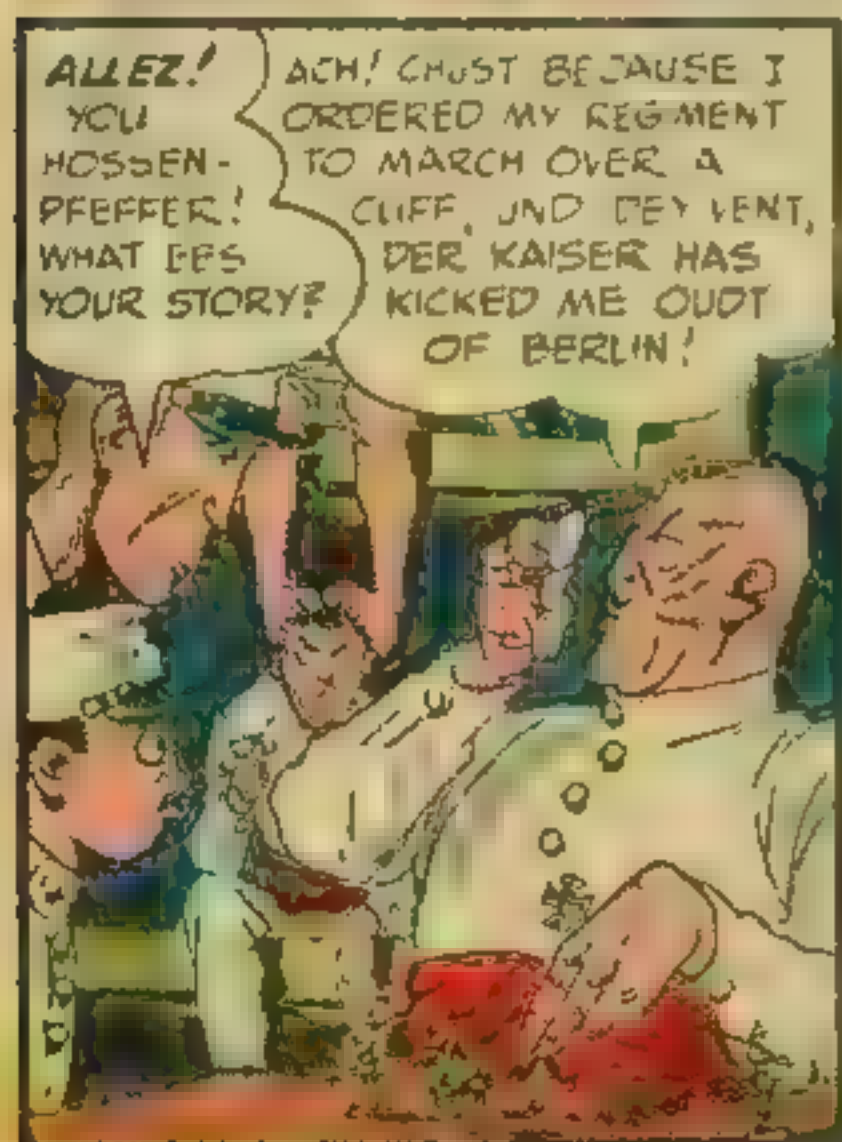
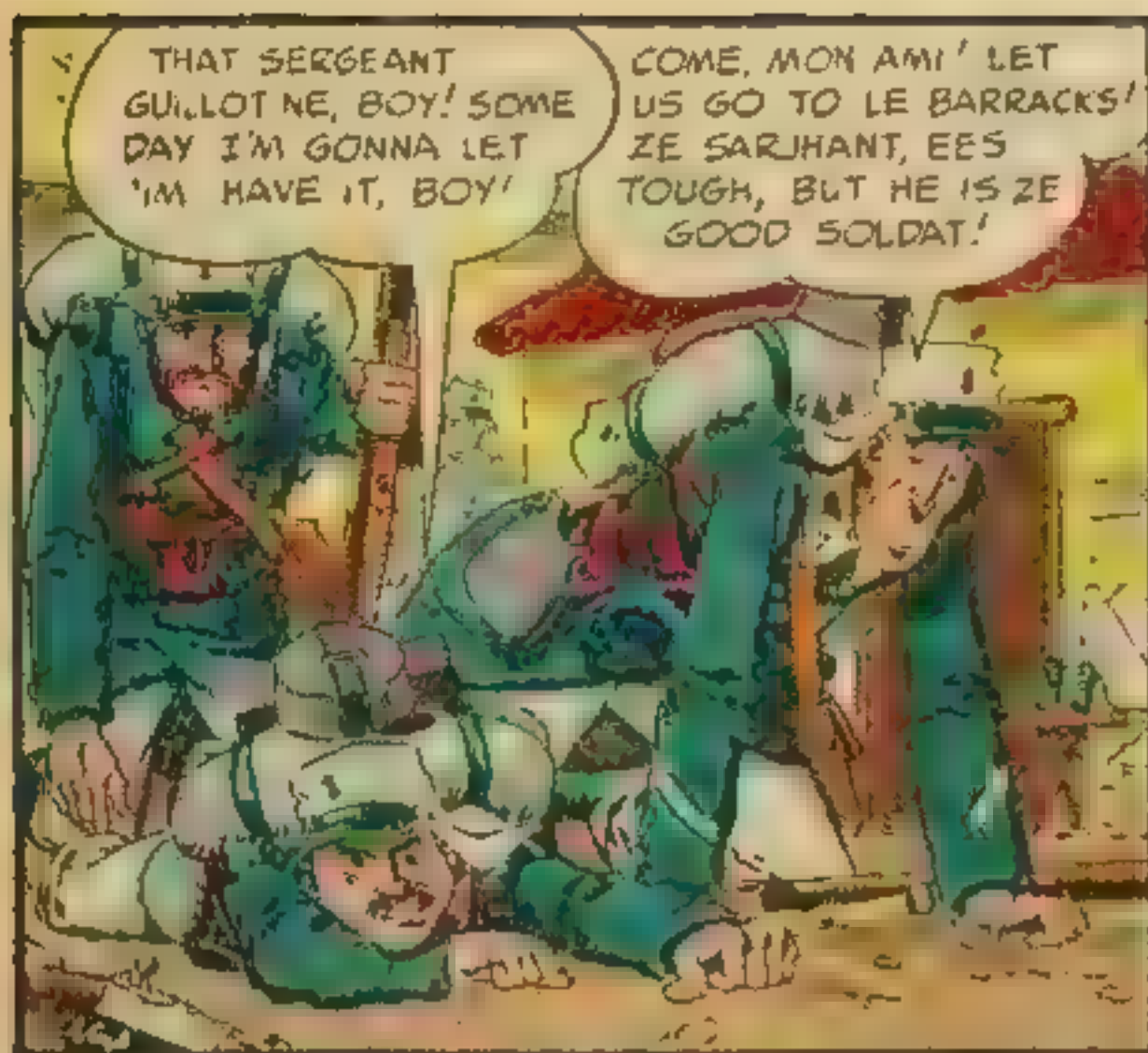
MES ENFANTS! ZAT WAS A STIMULATING WALK S'ROUGH ZE DES-ZERT... NEST-PAS? BUT WHAT EEZ A LIT-TEL FORTY MILE 'IKE... DOUBLE-TIME... TO ZE MEN OF ZE LEGION, EH, MES AMIS?

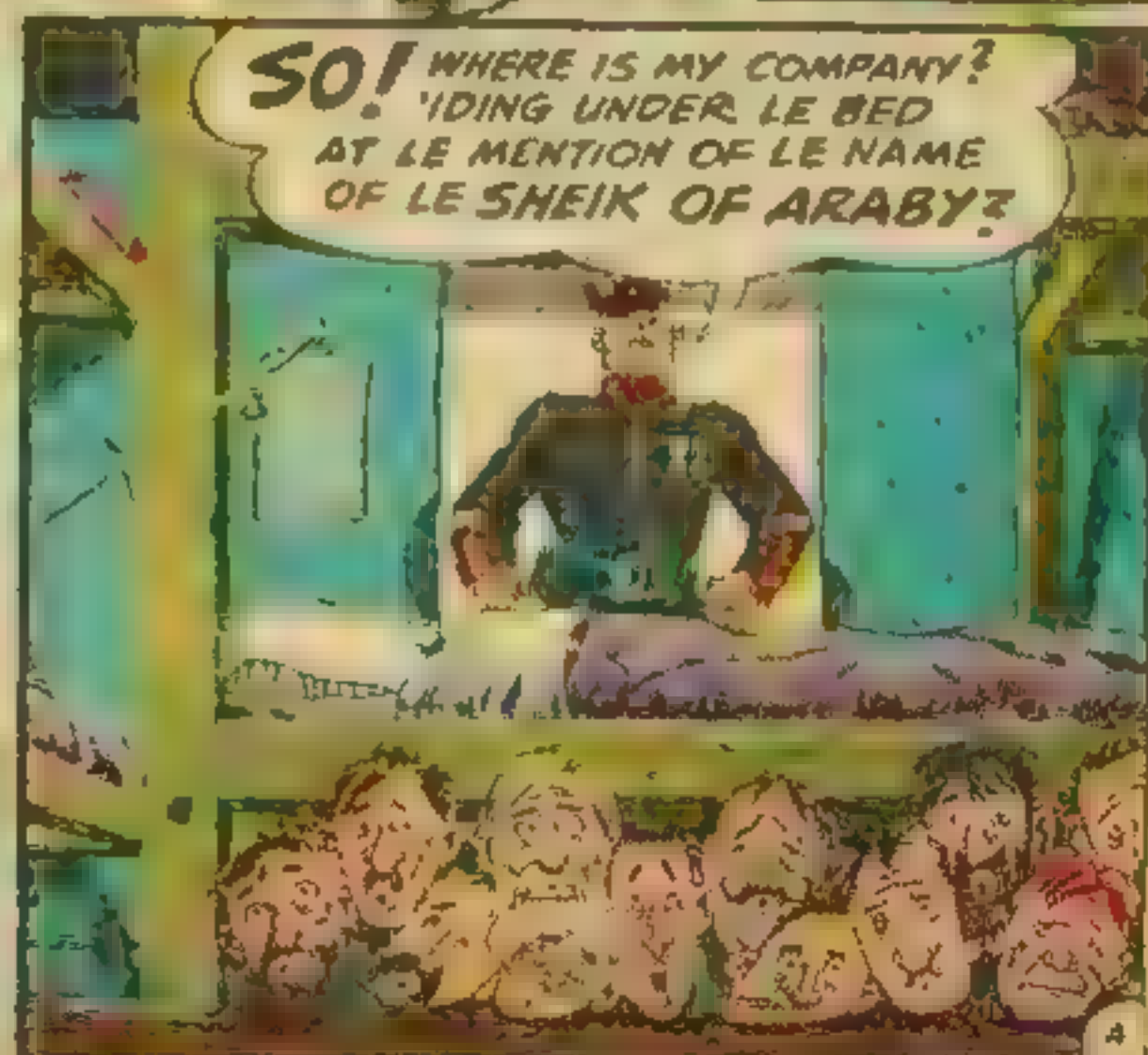
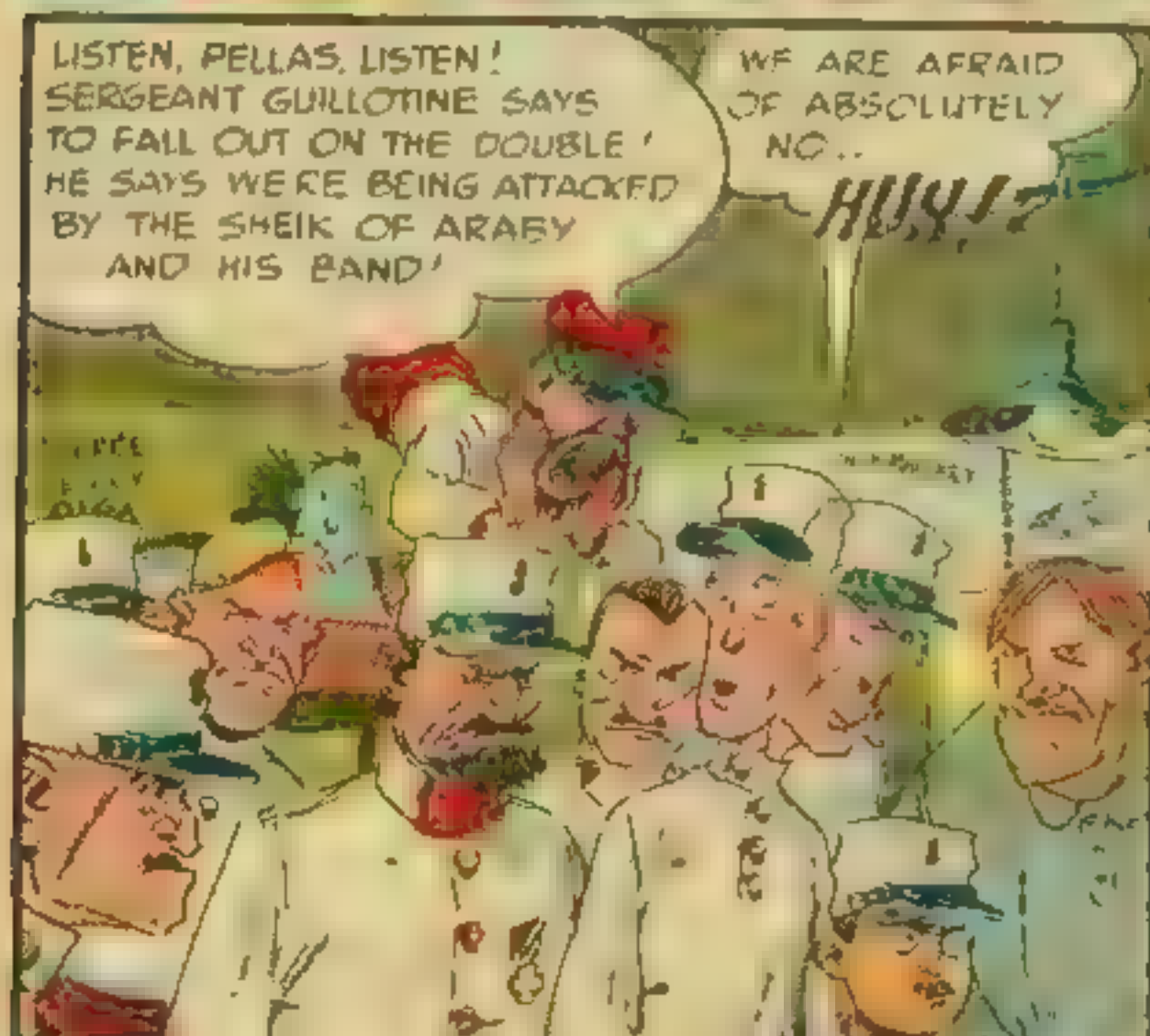


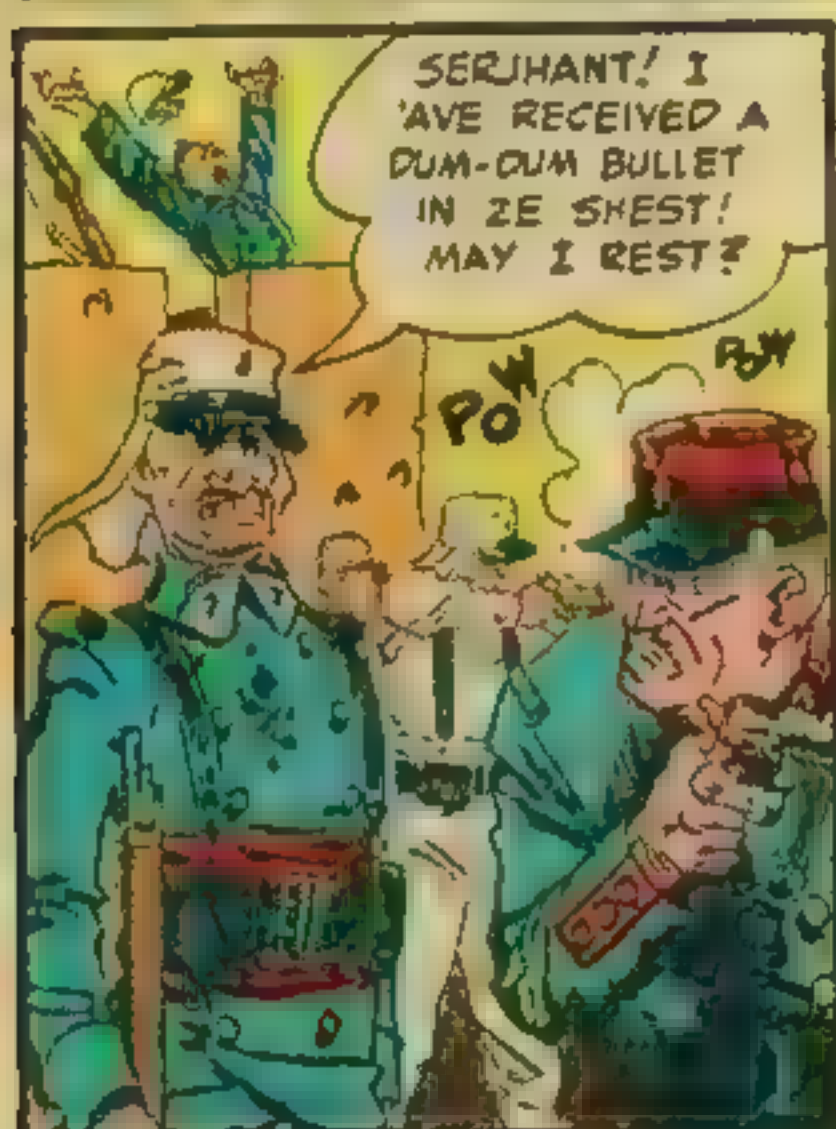
NOW... ALLONS... WE 'AVE ZE INSPECTION, TO SEE OW NEAT, YOU 'AVE KEPT YOURSELVES! ZUT

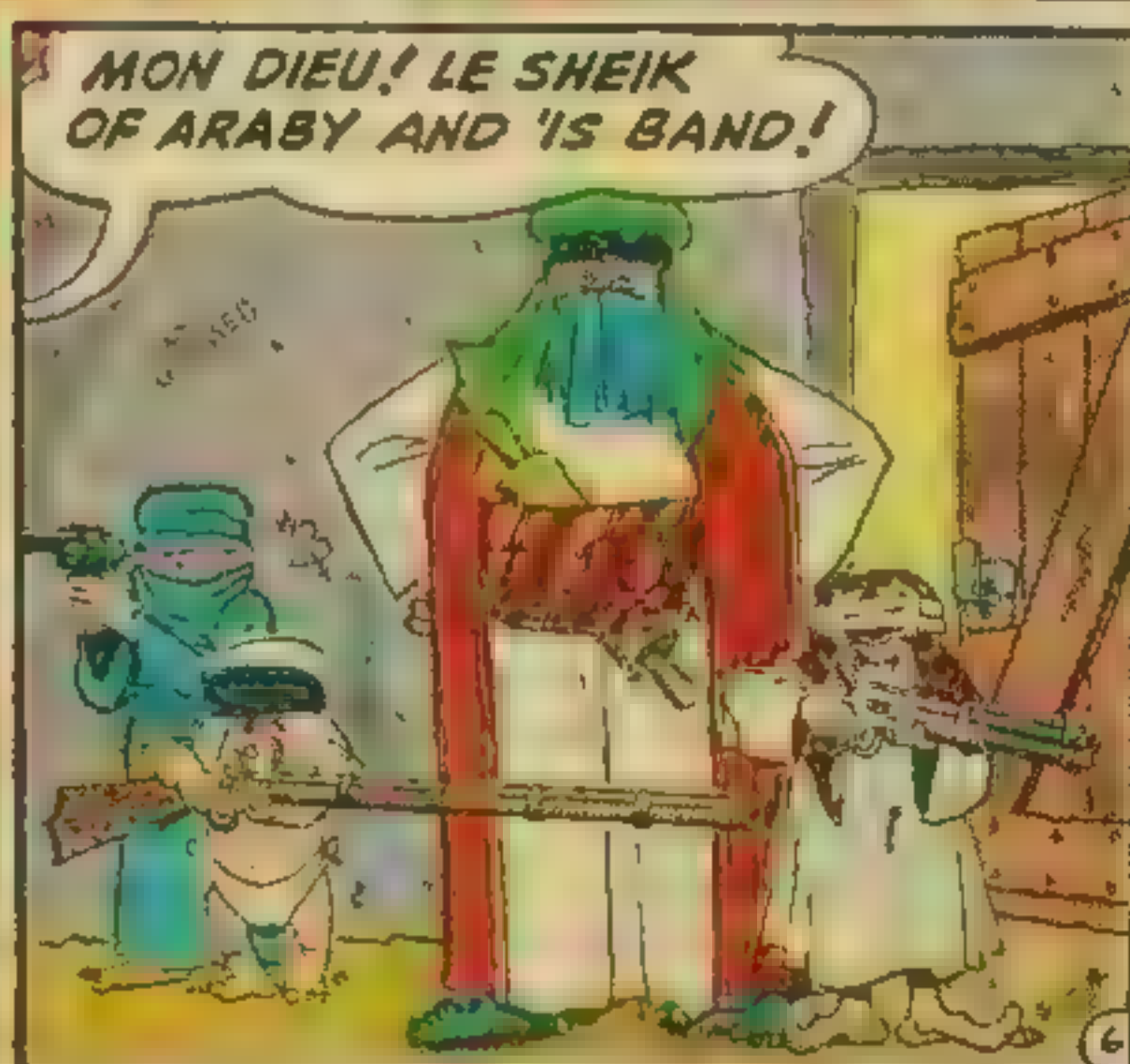
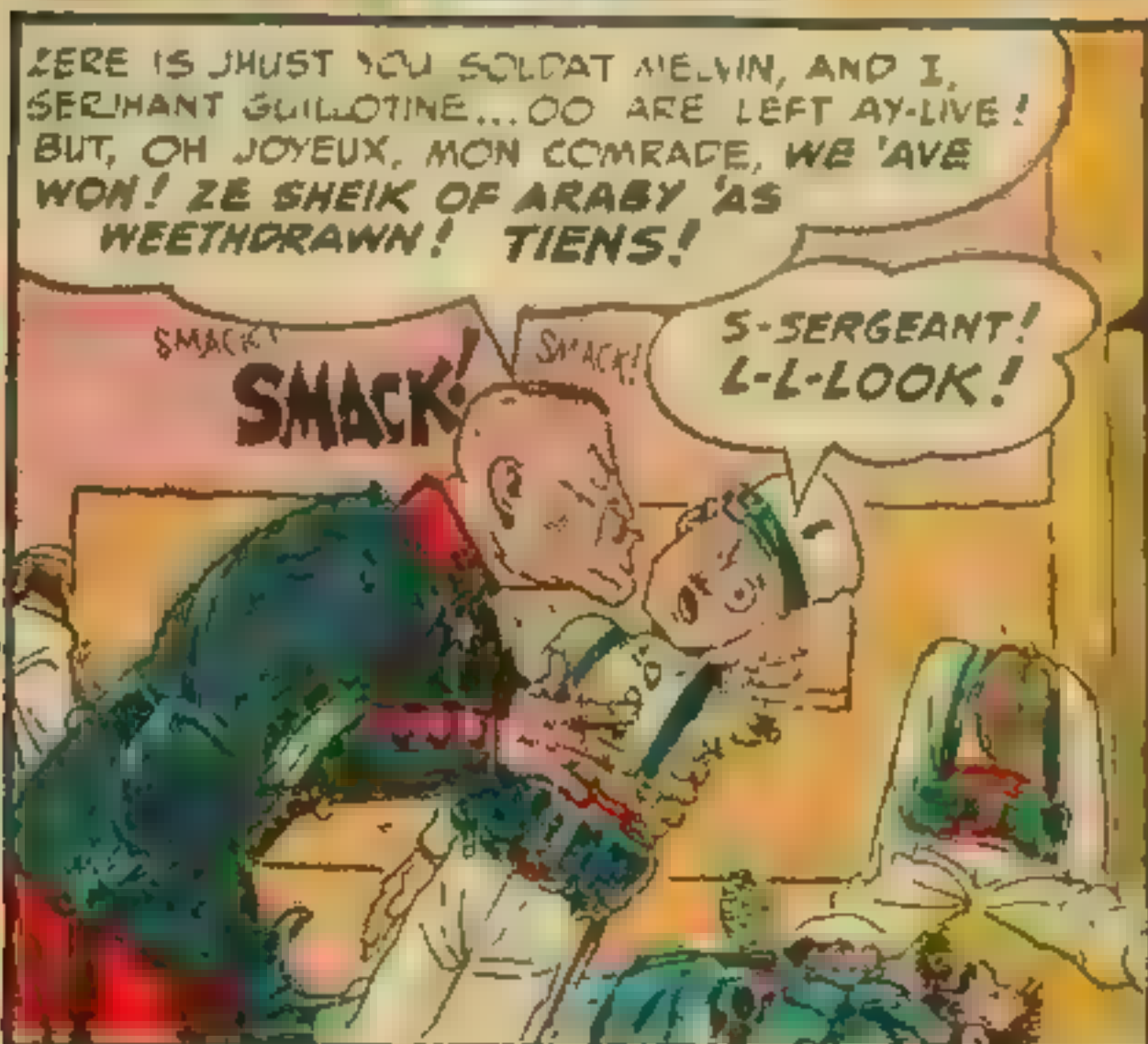
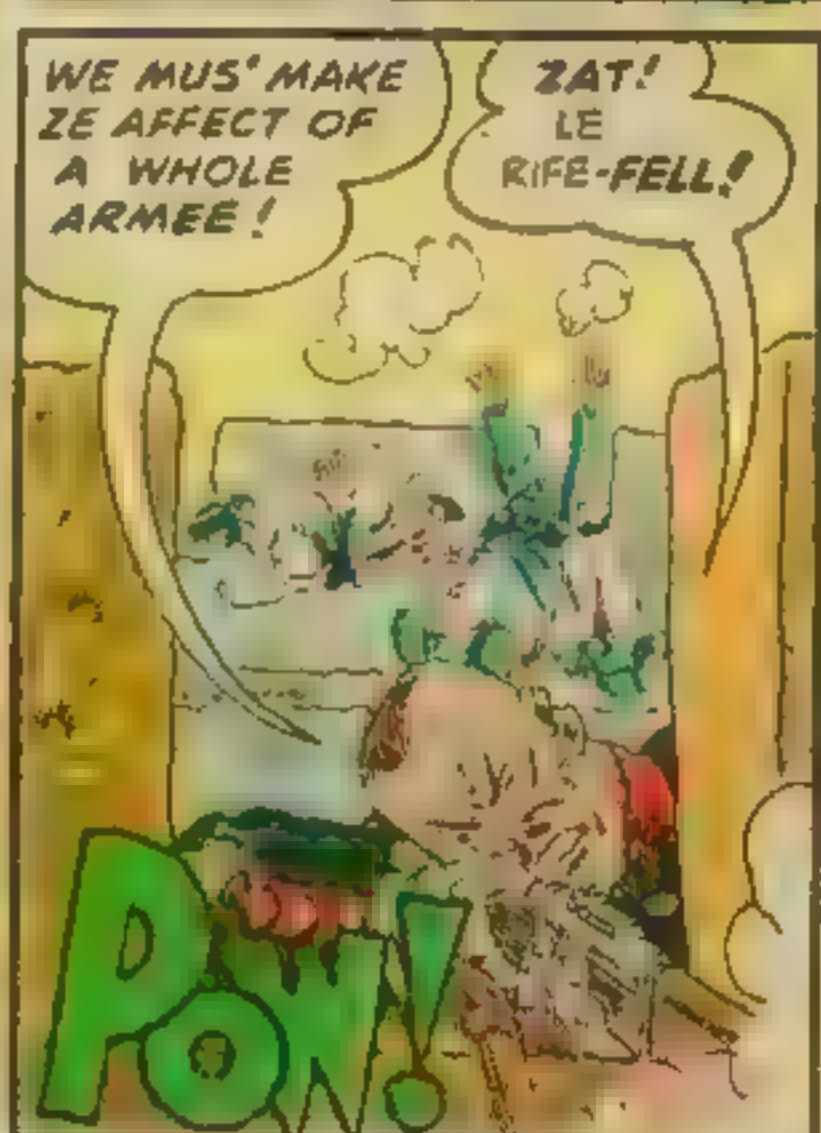
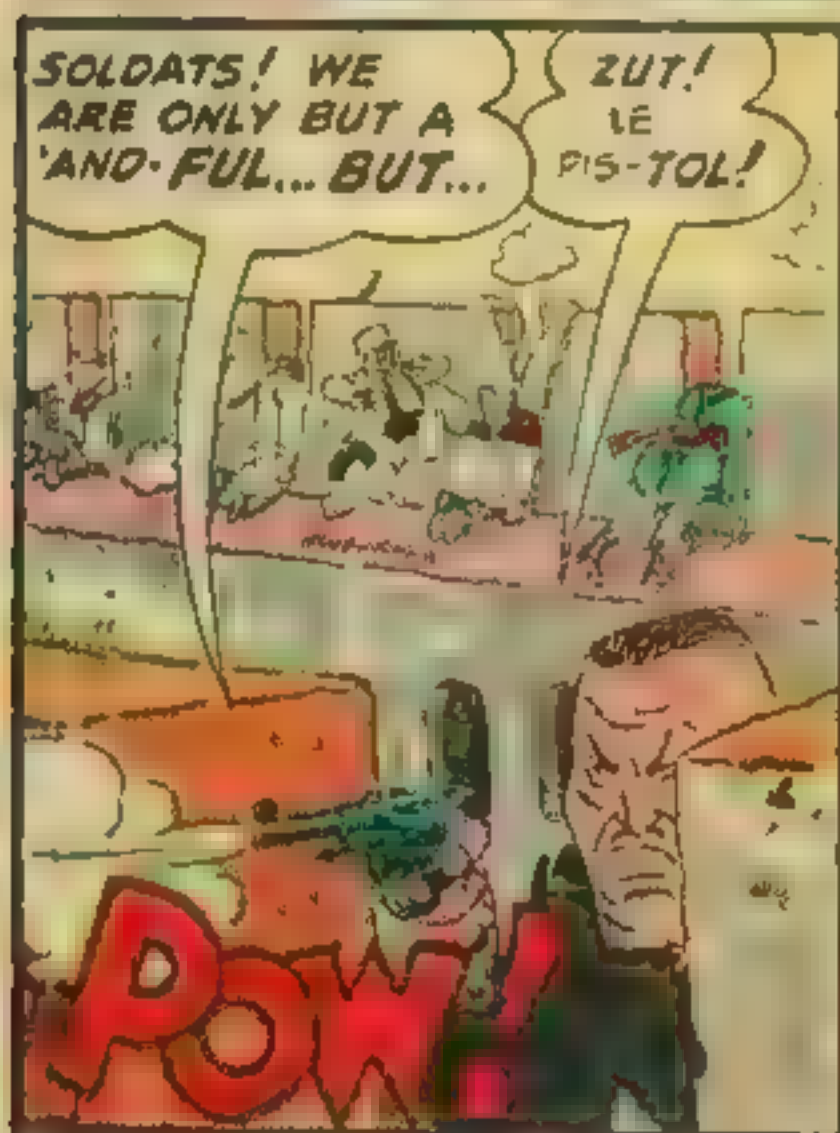
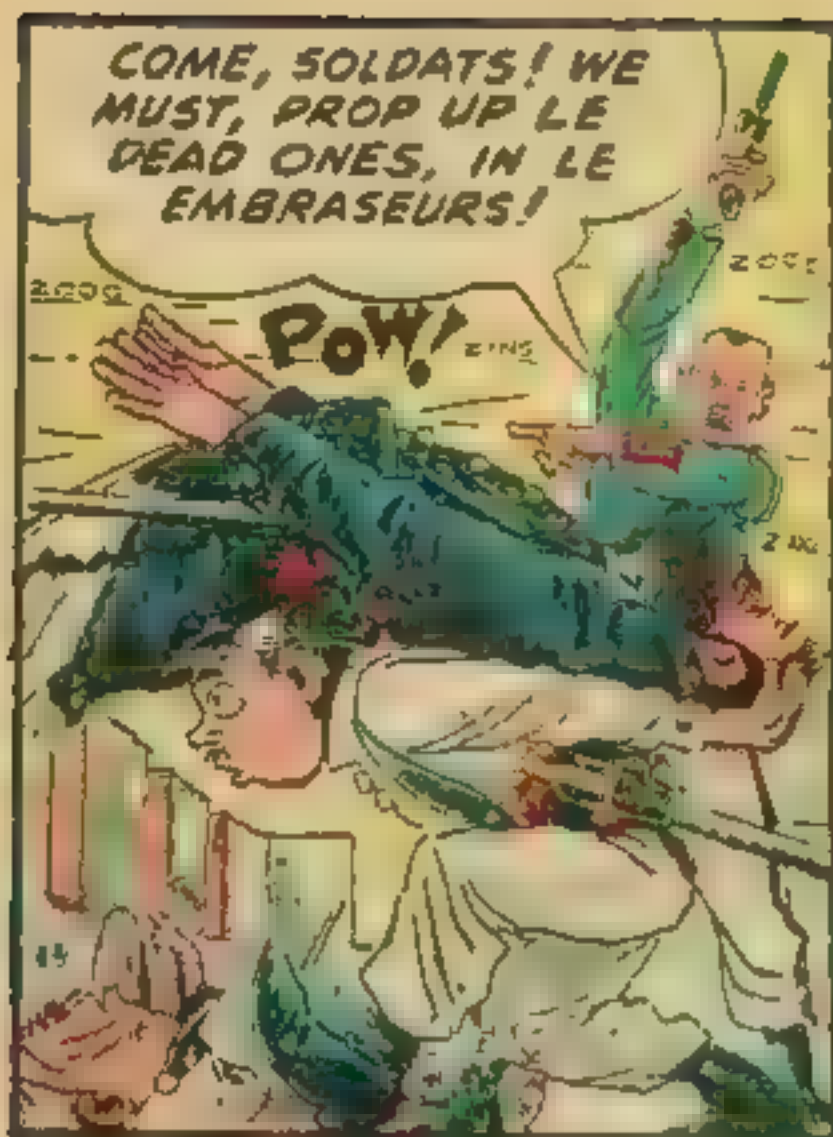


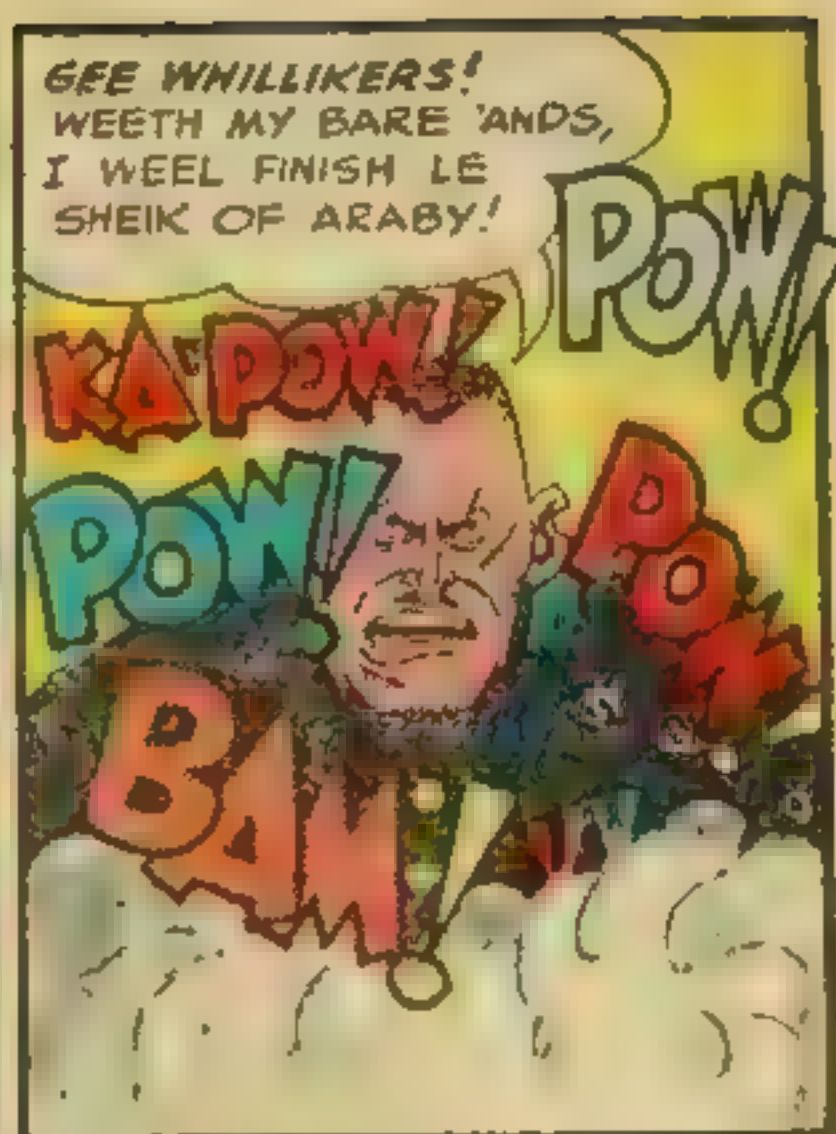
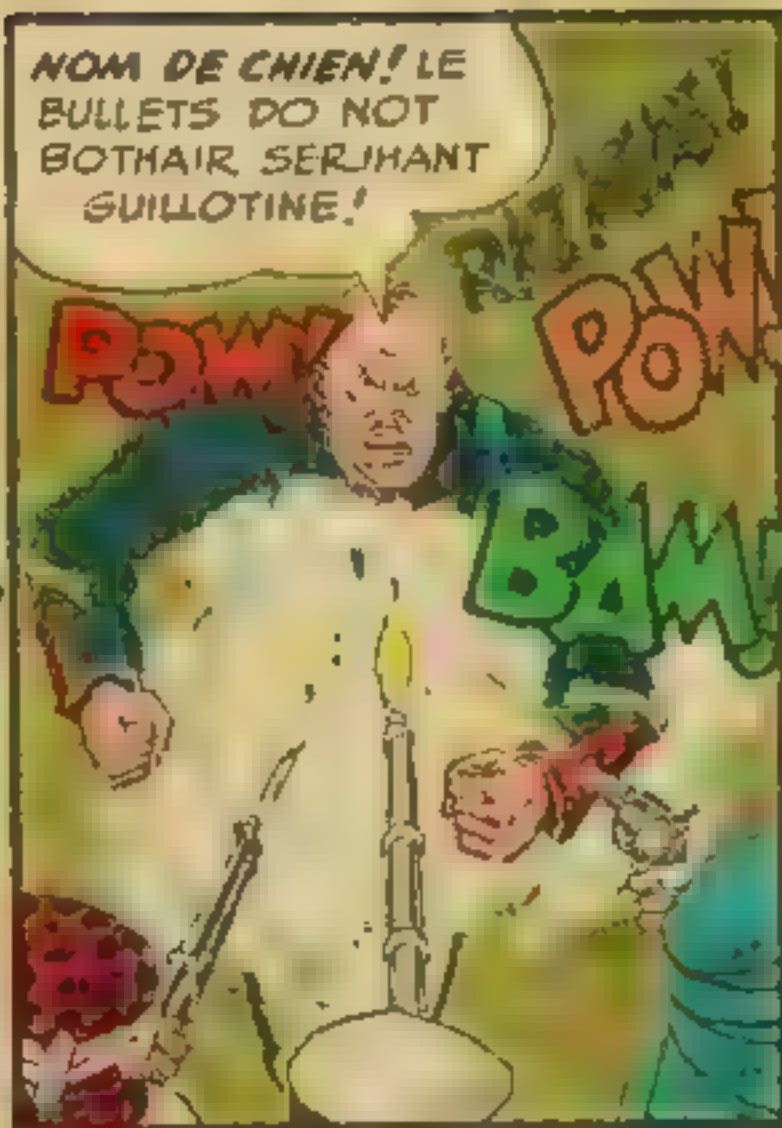
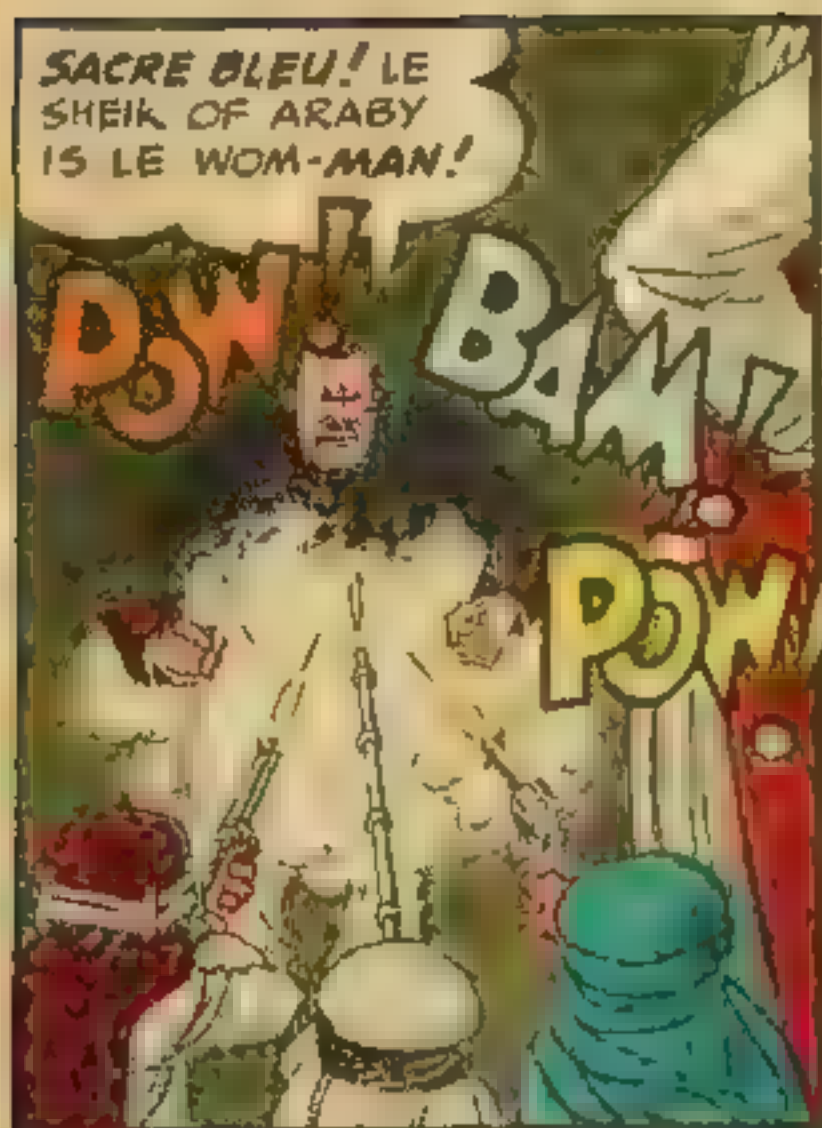






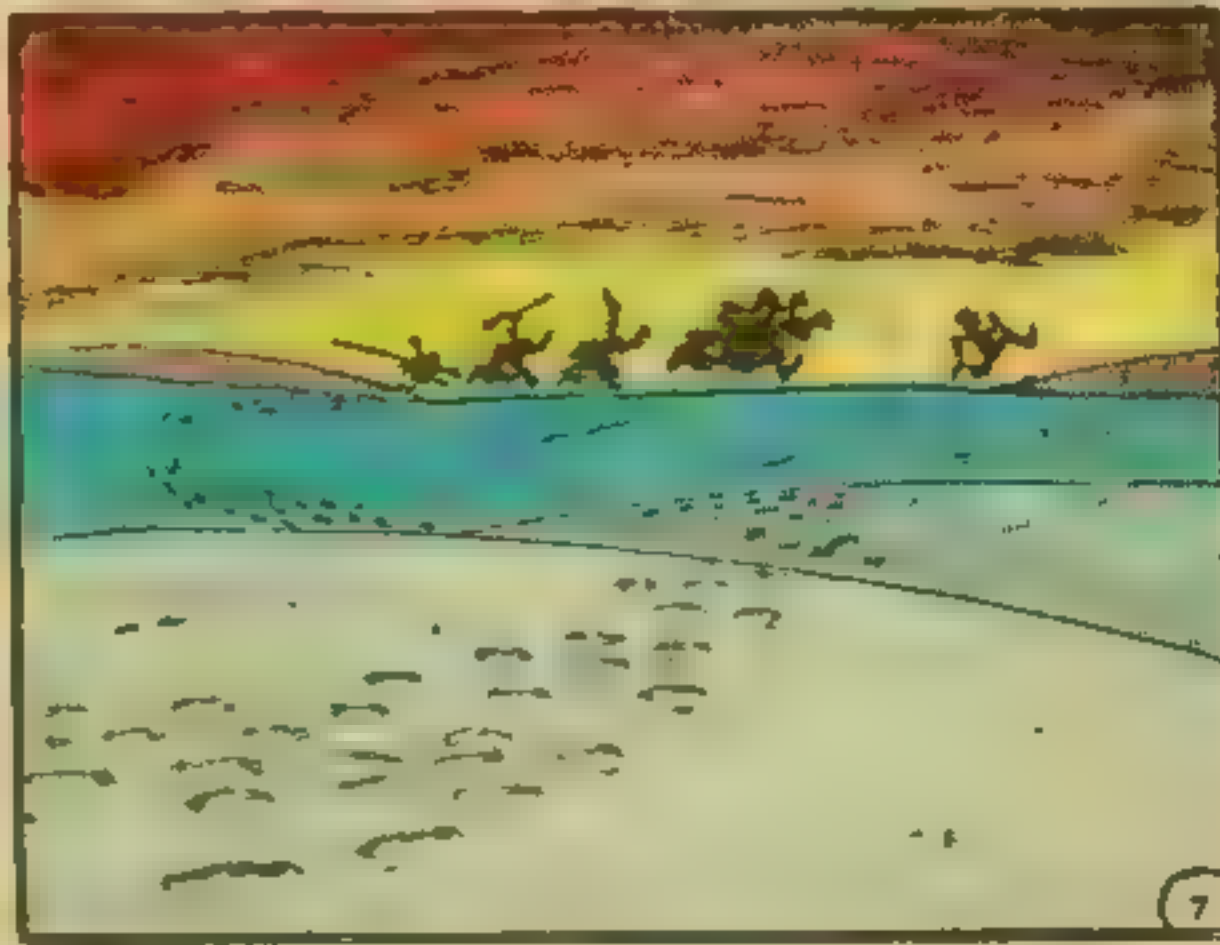






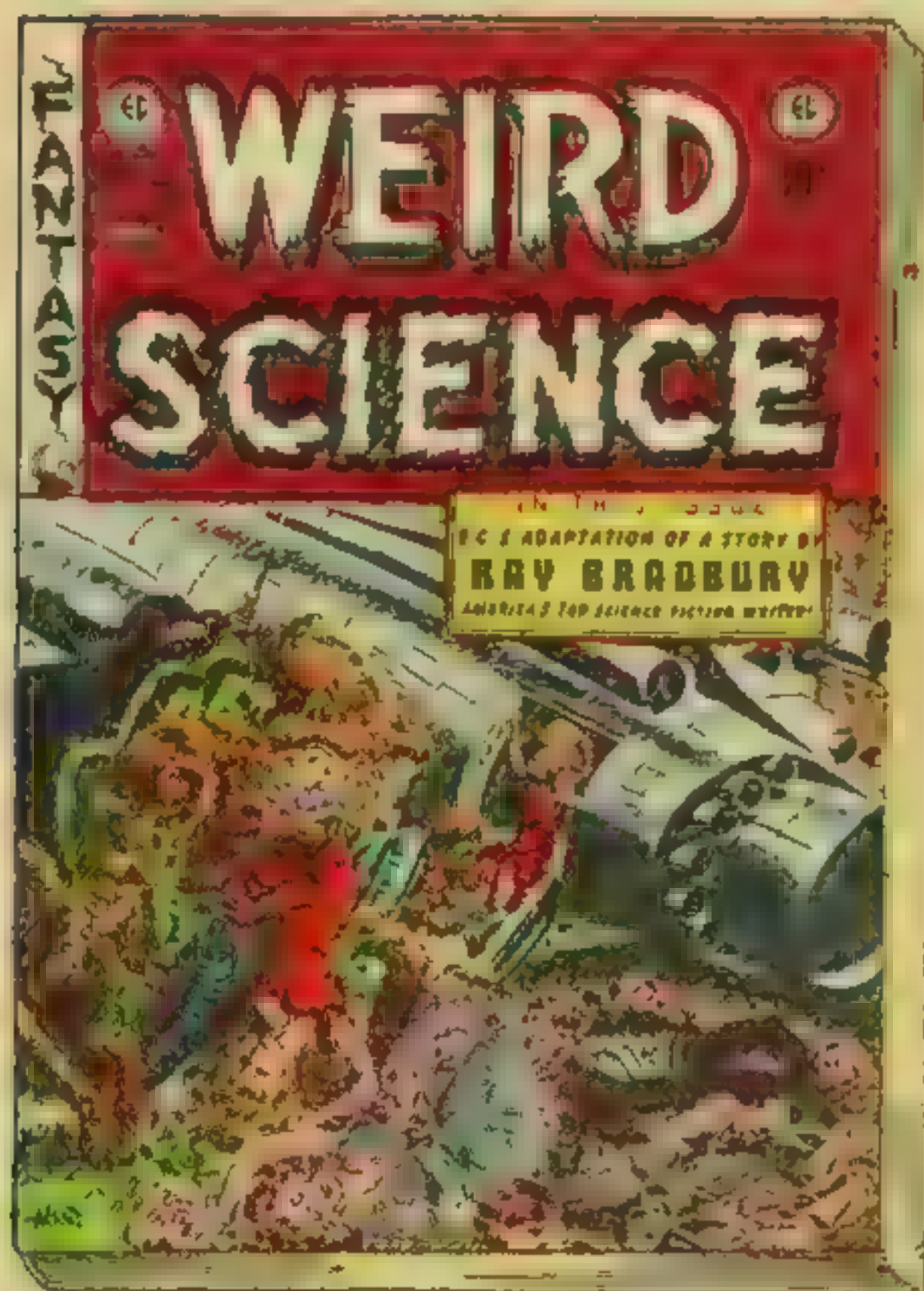
AND SO WE LEAVE THE DESOLATE DESERT OUT-POST OF WADI EL AYKARE! WE LEAVE AND TRAVEL OUT... OUT OVER THE SHIFTING SANDS!

OUT OVER THE SAHARA... OVER THE BLEACHED BONES OF MEN WE TRAVEL! WE KEEP TRAVEL-ING, MY FRIENDS, OVER THE HORIZON, TO... TO... BROOKLYN!



E.C. FANS!

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OF OUR SCIENCE - FICTION
MAGAZINES! LOOK FOR...**



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COMIC** **ANOTHER
"NEW TREND"** **AN ENTERTAINING
COMIC**
ENTERTAINING COMIC!
ON SALE NOW
AT ALL NEWSSTANDS!

ROOKIE GLADIATOR

Friends, Romans, Countrymen!

We are about to bring you the play-by-play of today's big doubleheader from the Colosseum! We have an exciting afternoon all lined up for you. Hear? Don't go 'way!

The SLAVES are going to take on the LIONS in the first game... and the league-leading GAULS will face the BRITONS in the night-cap. Those BRITONS are in the cellar as far as the league standings go, but they sure can make things hot for the first division teams! There is a common belief that whatever team is ahead by the Ides of March is a cinch to win the pennant. Well, that's not so! This flag race may not be decided until the last day of the season! The MOORS are in second place by only *one game* in the lost column!!

But now... a *word* from our sponsor!

"Why spend denarii on over-head when you can't wear it? Buy your togas at Tiberius's off plain marble columns!! Tiberius has convenient stores in Britannia, Gallia, Armenia Colchis, Iberia, Albania, Peloponnesus, and Graecia... open from nine until nine!"

The Colosseum is certainly crowded today. We're waiting for the official attendance. The right field bleachers are filled! Our booth is right above the box of Gaius Decius, the Illyrian Emperor of Rome. The game should begin any minute now! Decius will throw out the first SLAVE! I think the SLAVES are being familiarized with the ground rules. They don't seem to like standing in the center of the

arena. They want to come up into the stands! Since the LIONS are the visiting team, they'll get *first licks!*

Now the LIONS have come out on the field. The game has started! It appears that the LIONS are too strong for the SLAVES, who have been riddled with injuries since opening day.

But now . . . our sponsor!

"Travel the safe, luxurious way . . . travel the Appian Way! Rates are lower now than ever before! Special rates are available to centurions and their families!"

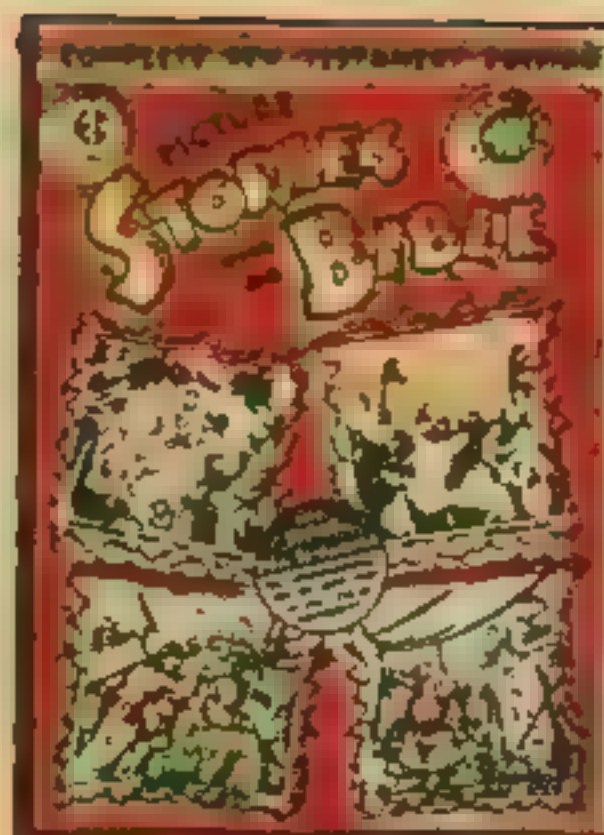
Now back to the game! This first contest is becoming a complete rout. Looks like the LIONS will shut out the SLAVES!

The crowd is waiting for the second game. They're going to get their first look at the young rookie gladiator in action. He was just brought up from the minors where he was burning up the Etruscan League! They say he has a good eye and plenty of speed. He's one of those bonus players! Decius gave him the Roman Senate as a bonus. I hope the boy lives up to his advance press notices. You know, there's an awful lot of pressure on him! He'll be eager . . . swinging for the fence!! He's in the big show now. But will he stick? If he does, the people will erect a statue to him in the Assembly. He'll be riding in the cat-bird seat of the Emperor's chariot!

If he fails . . . it'll be "thumbs down"!

The officials had better get this game under way! In the event the game is called on account of darkness, it won't go into the record books. The Roman League has a new ruling that the torches cannot be lit for a day game!

Ye Immortal Gods! I'd hate to have to fry fish for all the plebians assembled here today!



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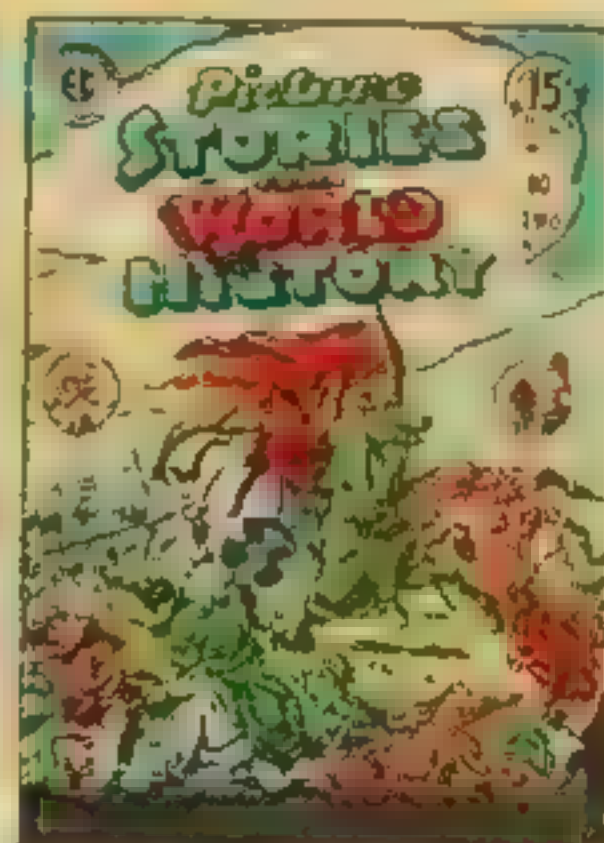


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THE DANDELION CAPER

Cosmo McMoon sauntered into Captain Malfeasance O'Malley's office... three hours later!

"Where have you been? What took you so long to get here after my emergency call?", asked the impatient law enforcer.

"I couldn't find a parking space outside headquarters for my yak!! It's corrupt politics... that's what it is! Discrimination against yaks!!! I notice the llamas get away with murder in this town."

The llamas have a strong lobby! I'd suggest you take your complaints before the city consul at their next meeting.

"Rest assured the Society for the Advancement of Bovine Ruminants from Upper Asia will hear of this indignity!! Meanwhile, I had to enroll Melvin... my yak... in a day nursery near uptown Central Park."

Captain O'Malley turned to introduce a nervous little man with a red walrus mustache. "Cosmo... this is Mr. Morningside Mac Mixmaster, president of Random Shack Publishing Company! One of his most brilliant authors is missing... perhaps kidnapped!!"

The publisher hastened to tell Cosmo the details. "No doubt you have read the latest best-seller by our precocious young writer, TRUMAN REMOTE! Mac Mixmaster handed Cosmo a copy of "Other Hearsts, Other Tombs", which had a picture of the author on the back cover. Truman Remote looked like a youth of eighteen. The lenses of his eyeglasses were of milk bottle thickness. His hair was combed down straight on his forehead in bangs and he had an air of detachment about him. In his left hand he held a dandelion.

"Quite a scholarly and intense personality", remarked Cosmo. "I'll wager he doesn't even bother to call for his royalty checks!"

Yes... Truman Remote is *above* the mundane things of life! He would rather commune with nature! He spends most of his time collecting species of the *Taraxacum officinale*... the dandelion plant. I'd suggest you start searching for him in all the local parks and meadows".

A few days later, Cosmo and O'Malley were combing the outfield grass in Lankee Stadium. They had searched every other park in the city but had found no clues. Suddenly, Cosmo came upon some withered and discarded dandelions. "Send these wilted dandelions to the city coroner for an autopsy. Find out how long they've been dead and whether they were plucked

or strangled!!" Just then, a new development in the case came forth... a trail of some more crushed dandelions! The two sleuths followed the trail all the way downtown. The trail ended at the curb in front of a dilapidated tenement house on the lower eastside!!

Suddenly, a black sedan swung around the corner! Cosmo yelled as he hit the sidewalk, "Get behind that storage mailbox, O'Malley, or you'll end up in the dead letter office!!!" There was a chatter from a Thompson sub-machine-gun. Then the assassin-car sped away. Cosmo was relieved to see that his friend was unharmed by the spray of slugs. "Did you get the license number, O'Malley?"

The car was a Buick '49 with three Goodyear tires, one Firestone! The driver was blond, blue-eyed, 5'8", and weighed about 195. He was wearing a Bond suit, Adler elevator shoes, Argyle socks, a white Arrow shirt (15-35), and a maroon turtle-neck sweater! Too bad I couldn't get the license number. It all happened too fast."

"Well, never mind!", said Cosmo. "Let's force our way into the cellar of this house... the trail ends here!!" Captain O'Malley pulled his recoilless cannon out of his shoulder holster as Cosmo battered the four-plank oak door in with a butt of his knee-cap.

There, in the center of a long trough, his trousers rolled up to his knees, was Truman Remote!! He was stomping up and down... pressing dandelions with his bare feet! The dandelion juice ran from the trough into a huge fermenting vat. A tough looking character covered him with a revolver. Suddenly, the startled thug whirled and drew a bead on O'Malley! Cosmo shot the gunsel in the hand with a rapid burst from his high-powered slingshot!!

"So... we meet again, *Vino Marcatelli*!! This time you'll rot in jail for kidnaping... and for forcing Truman Remote to make bootleg dandelion wine!!!"

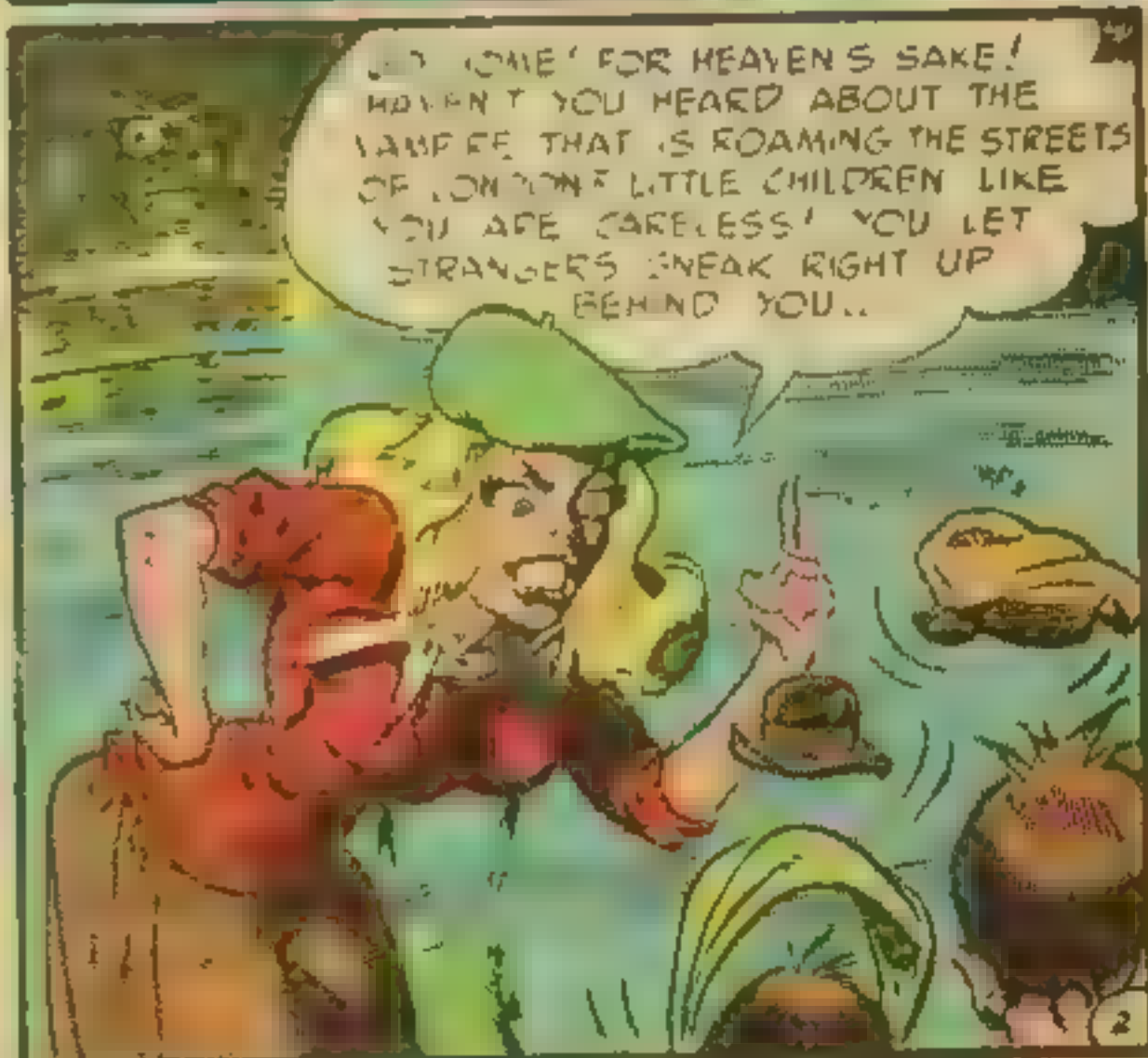
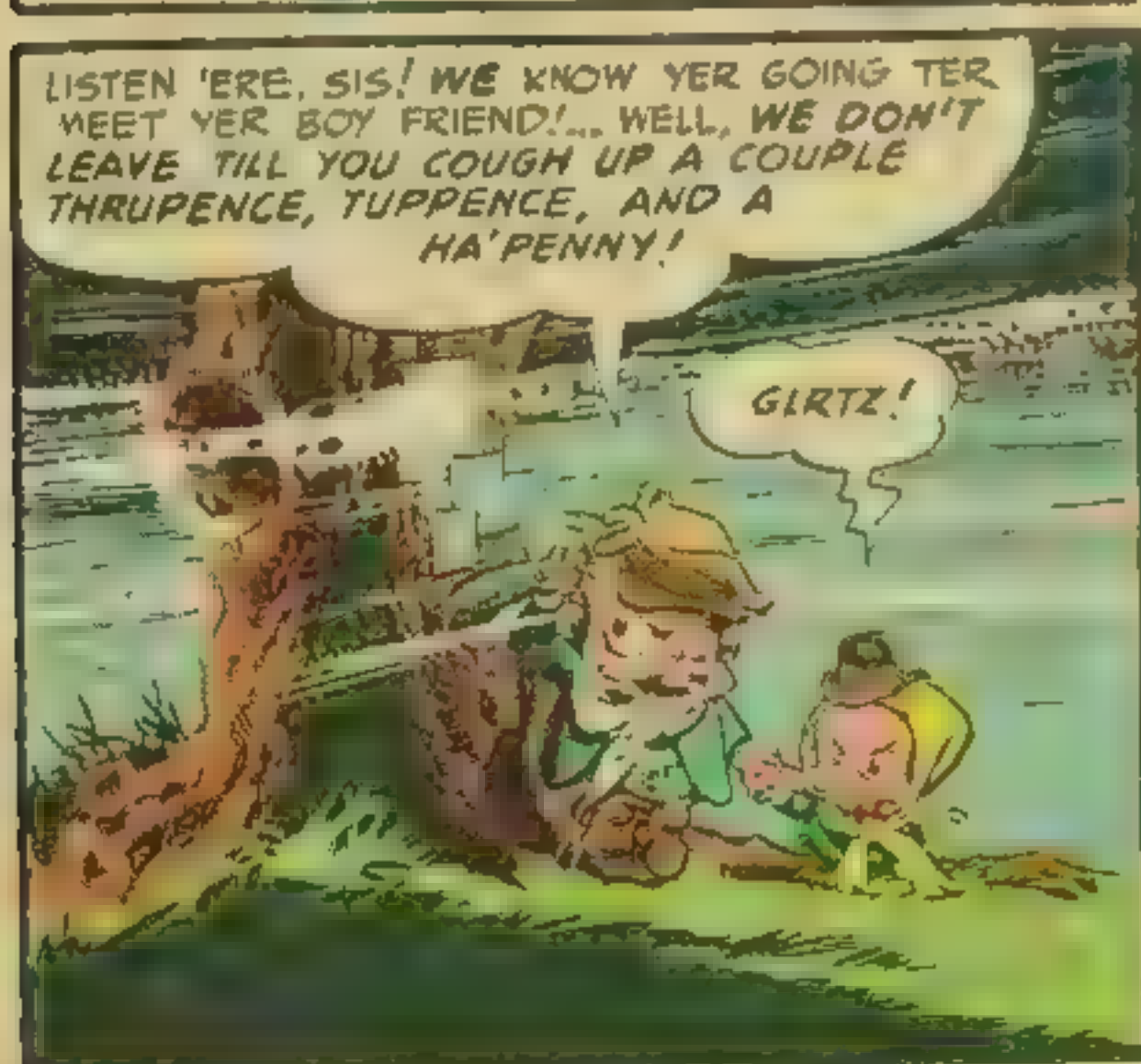
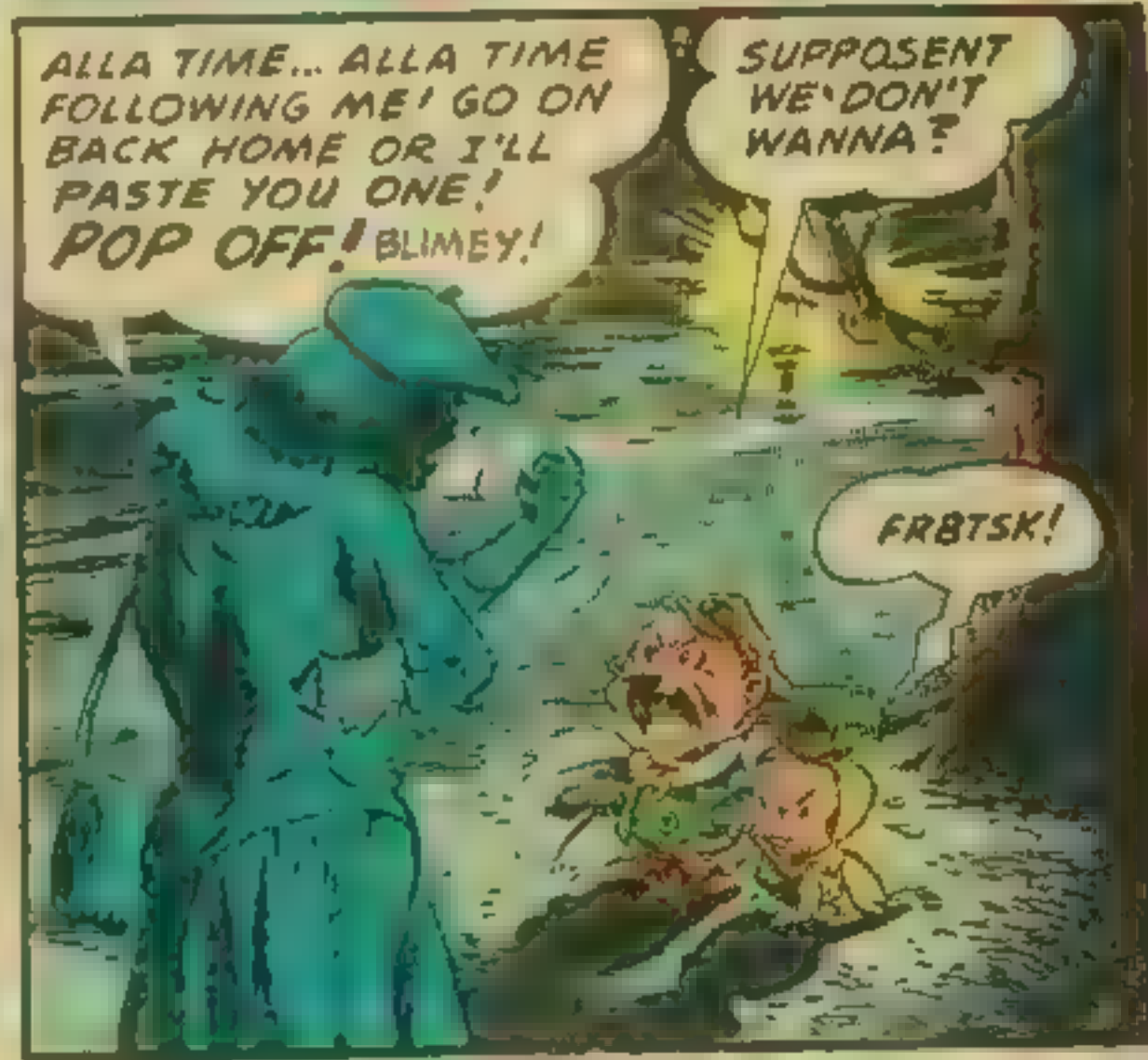
Now the case was closed and Truman Remote was restored to his anguished publisher. Cosmo was back in O'Malley's office when he received a phone call.

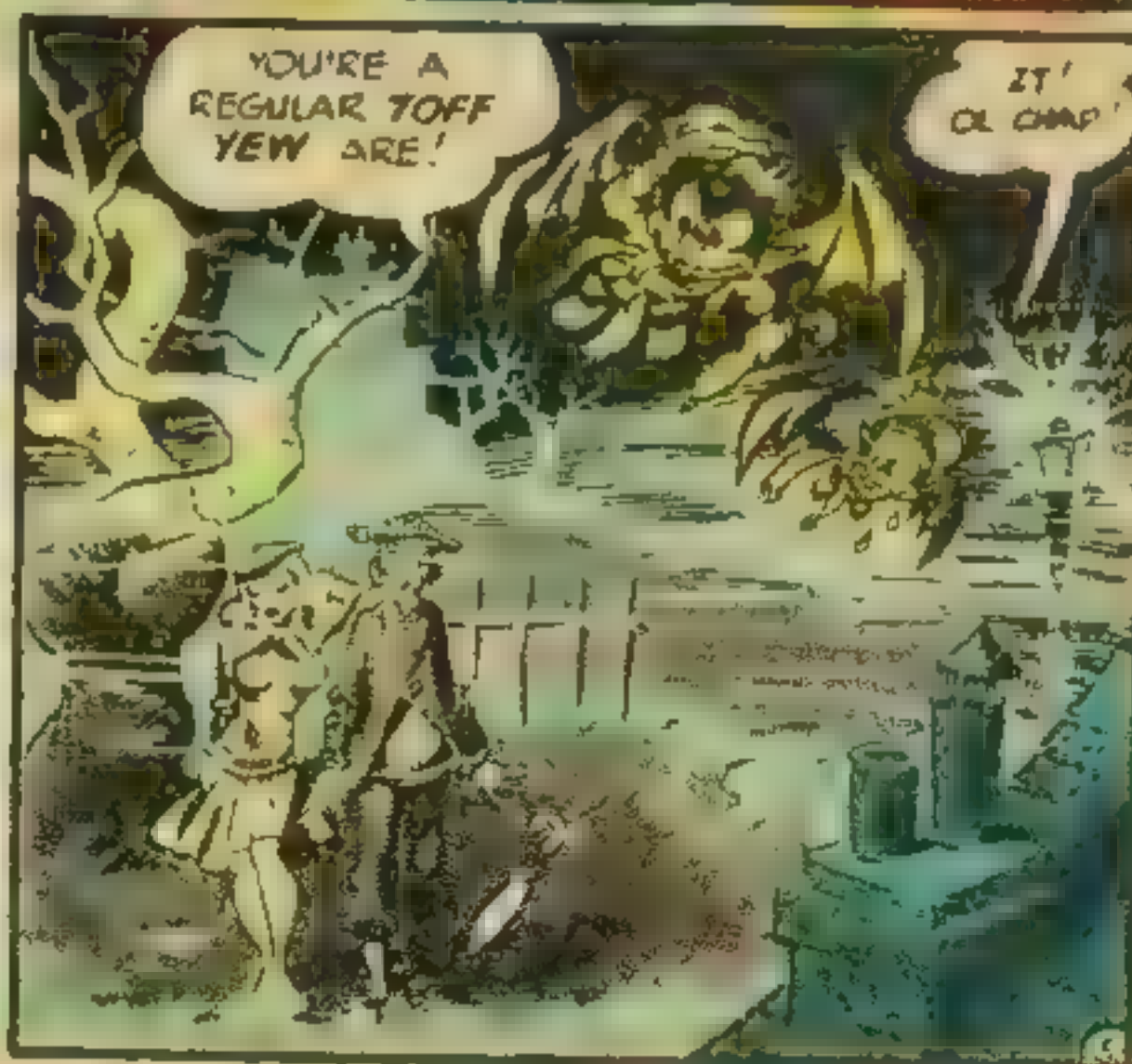
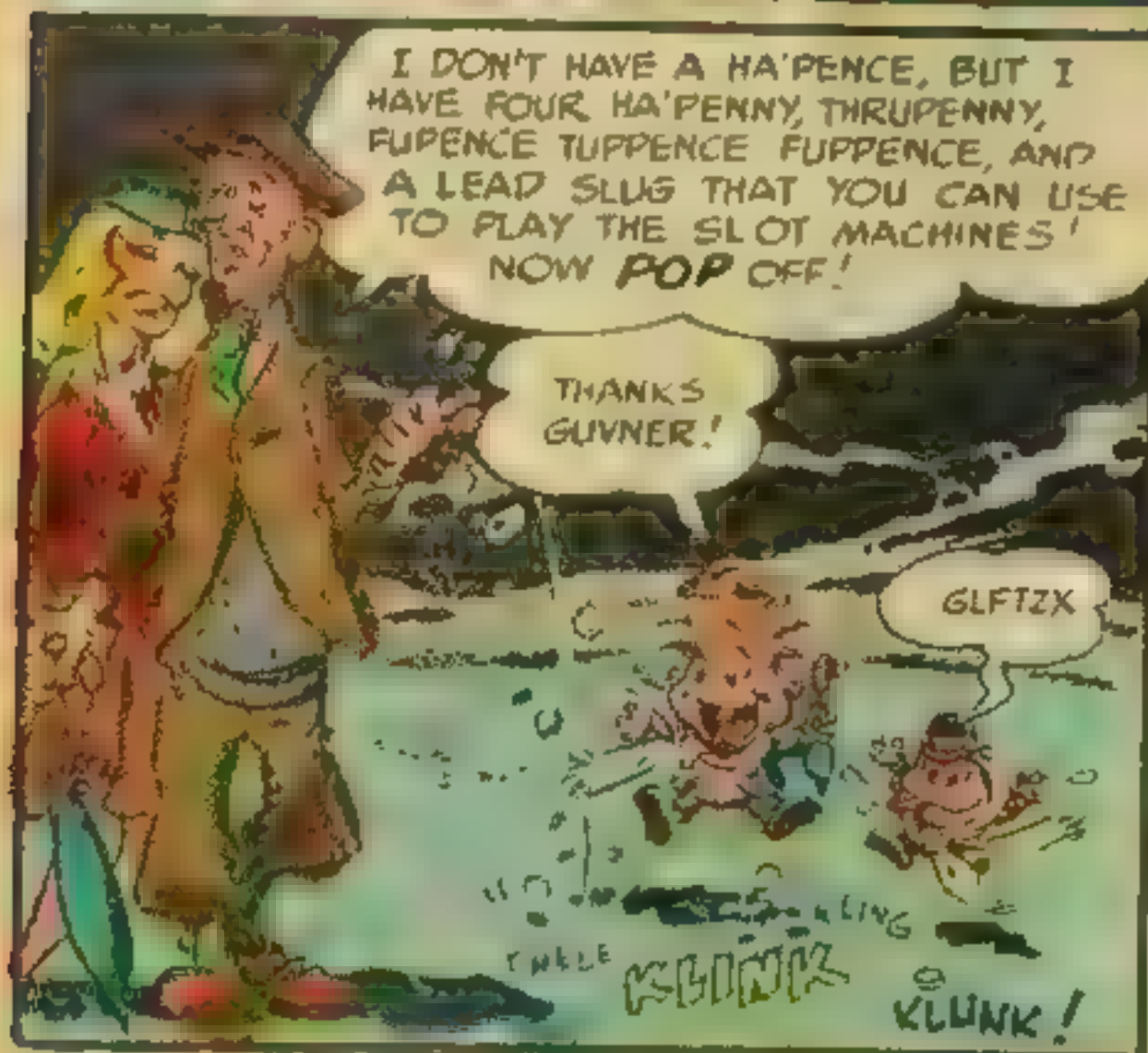
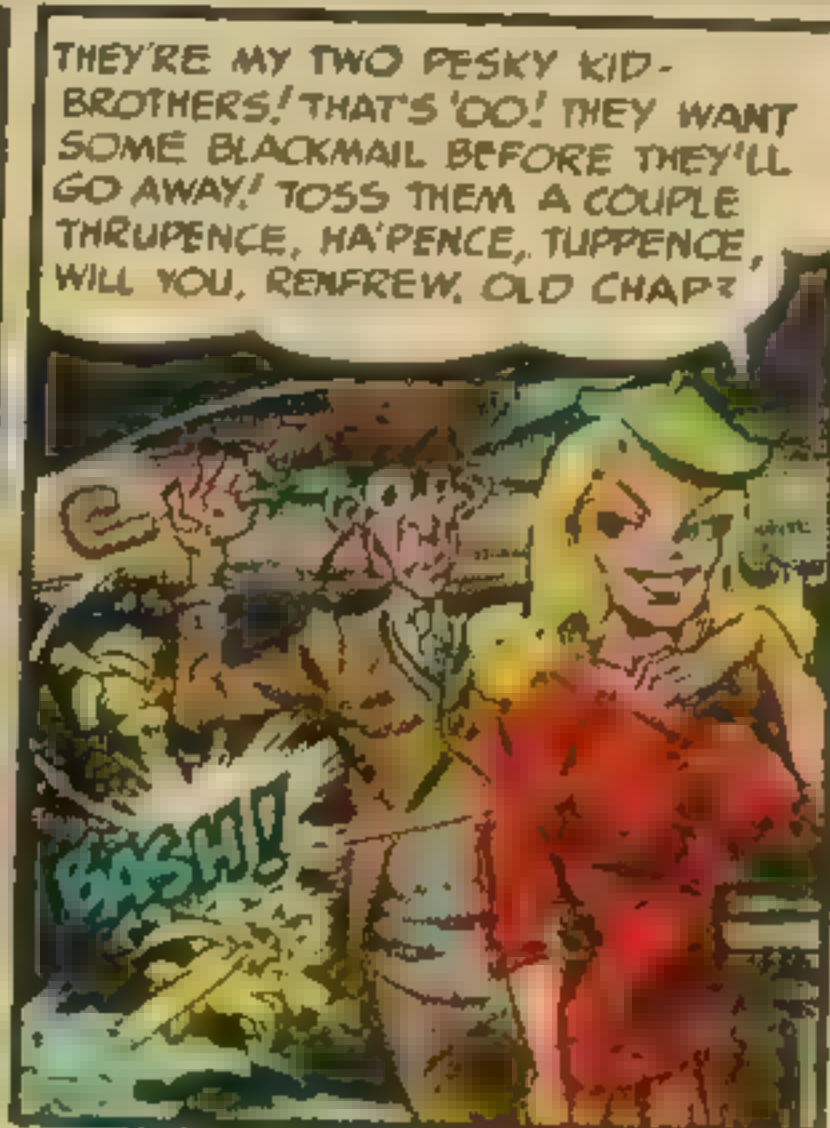
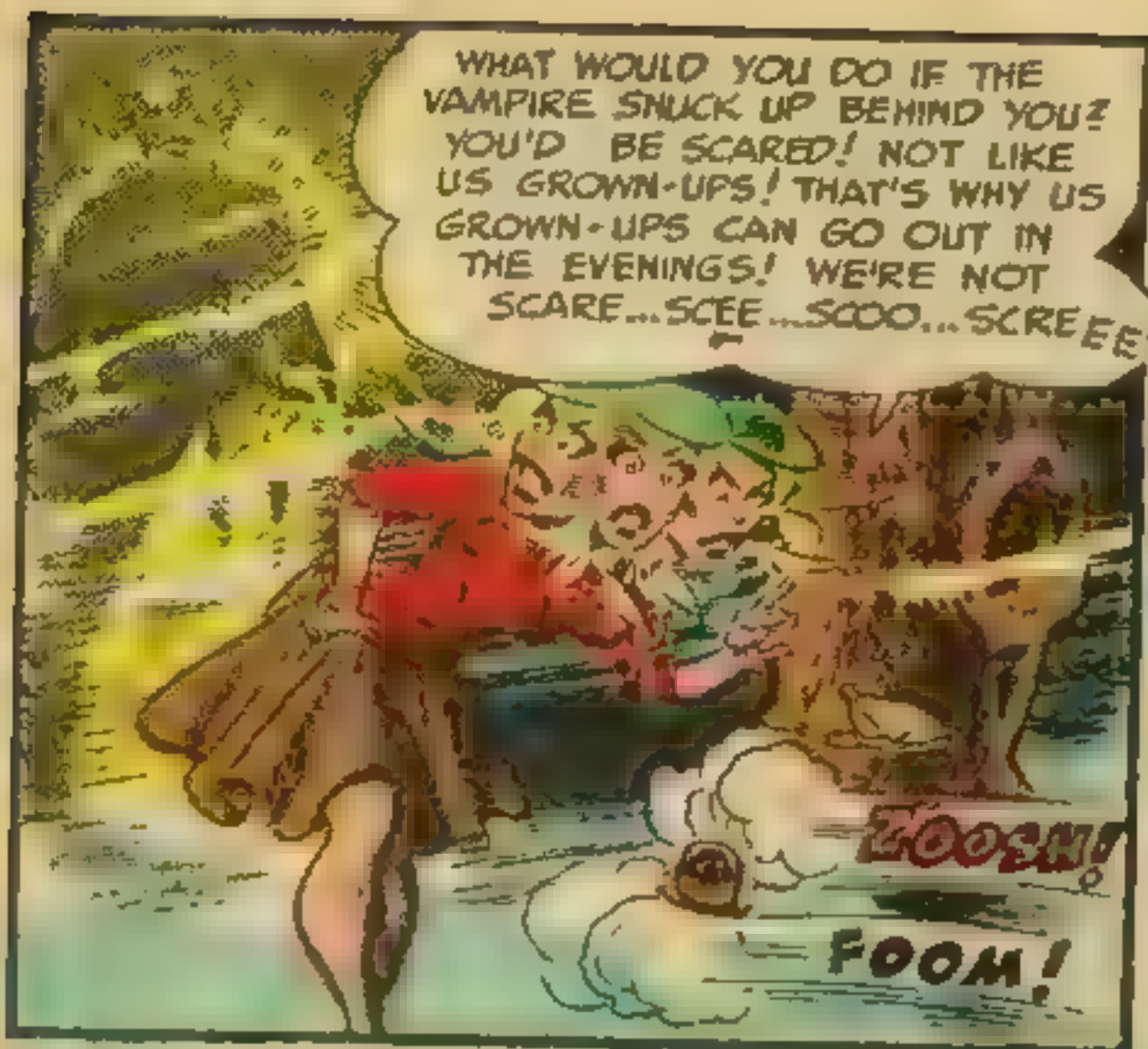
The voice on the other end said, "Hello! Is this Mr. Cosmo McMoon? This is Miss Marie Severin of the Uptown Day Nursery!! Come and get your Melvin immediately! I can't do a thing with him. He won't share his milk and chocolate-covered graham crackers with the rest of the children!!"

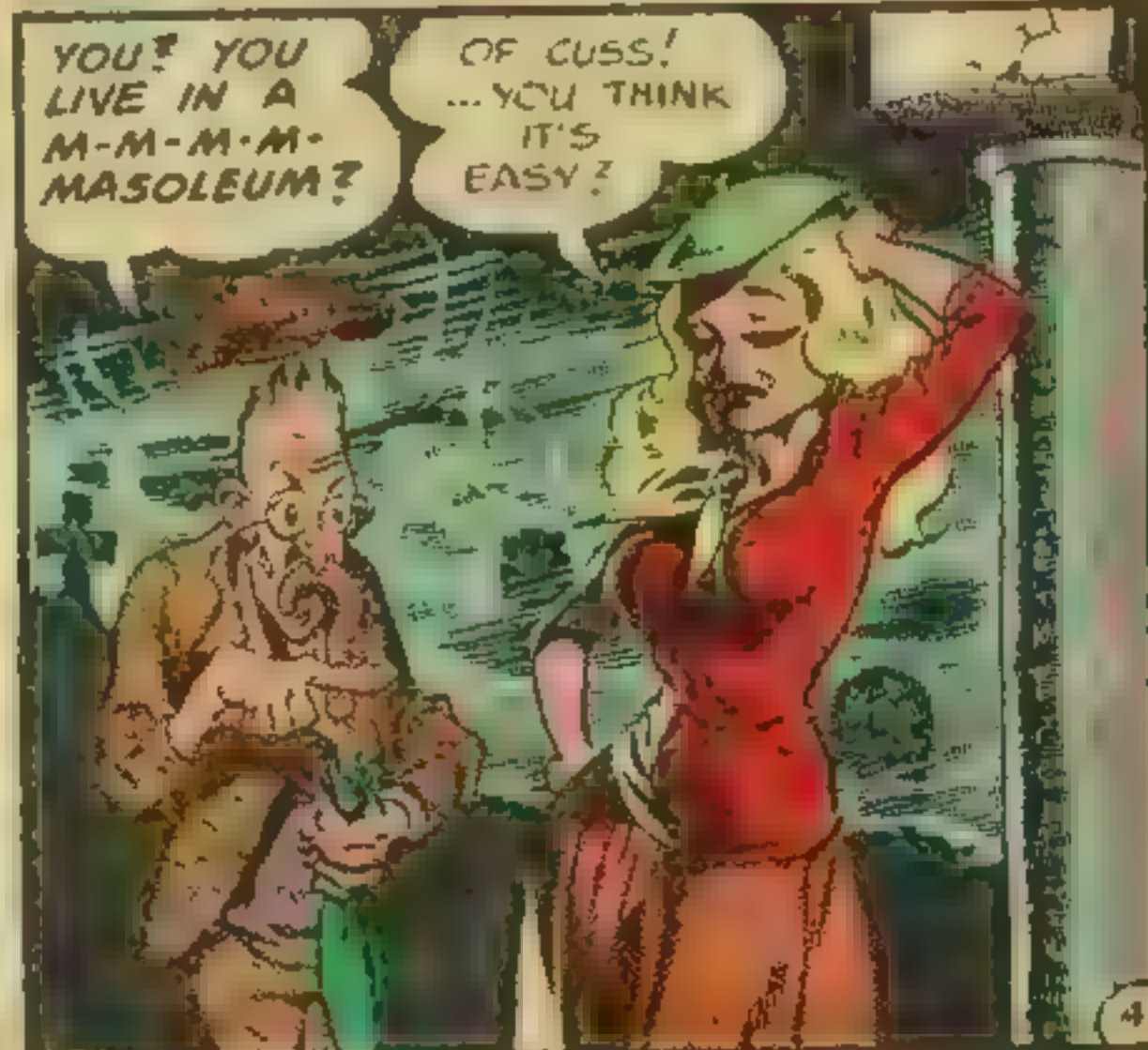
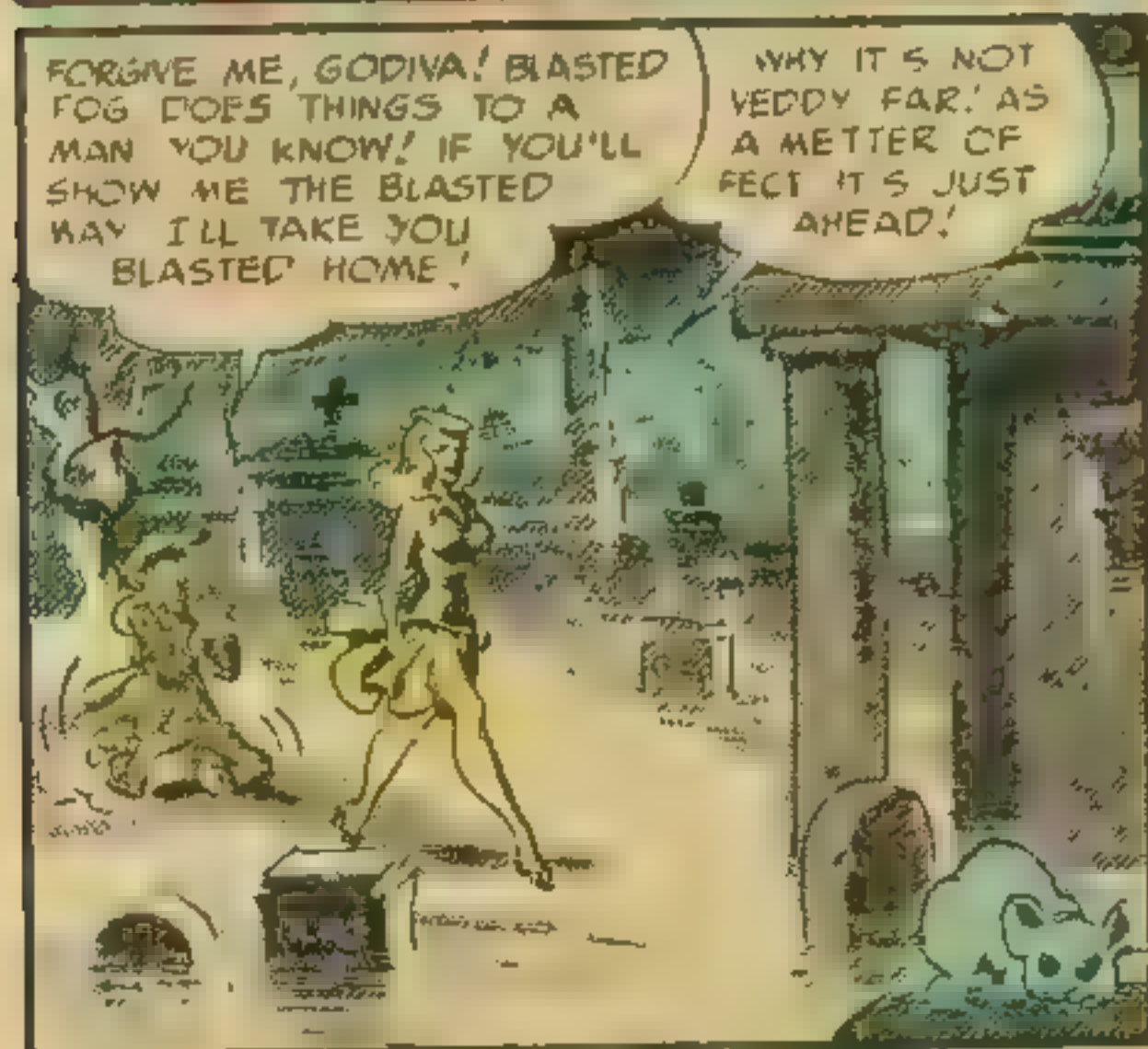
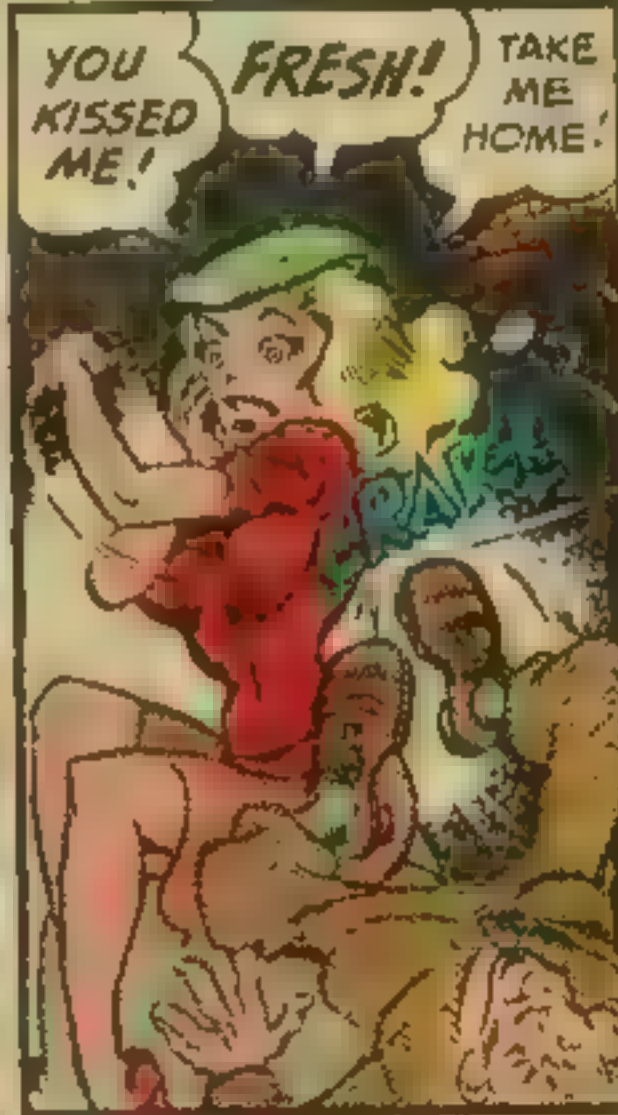
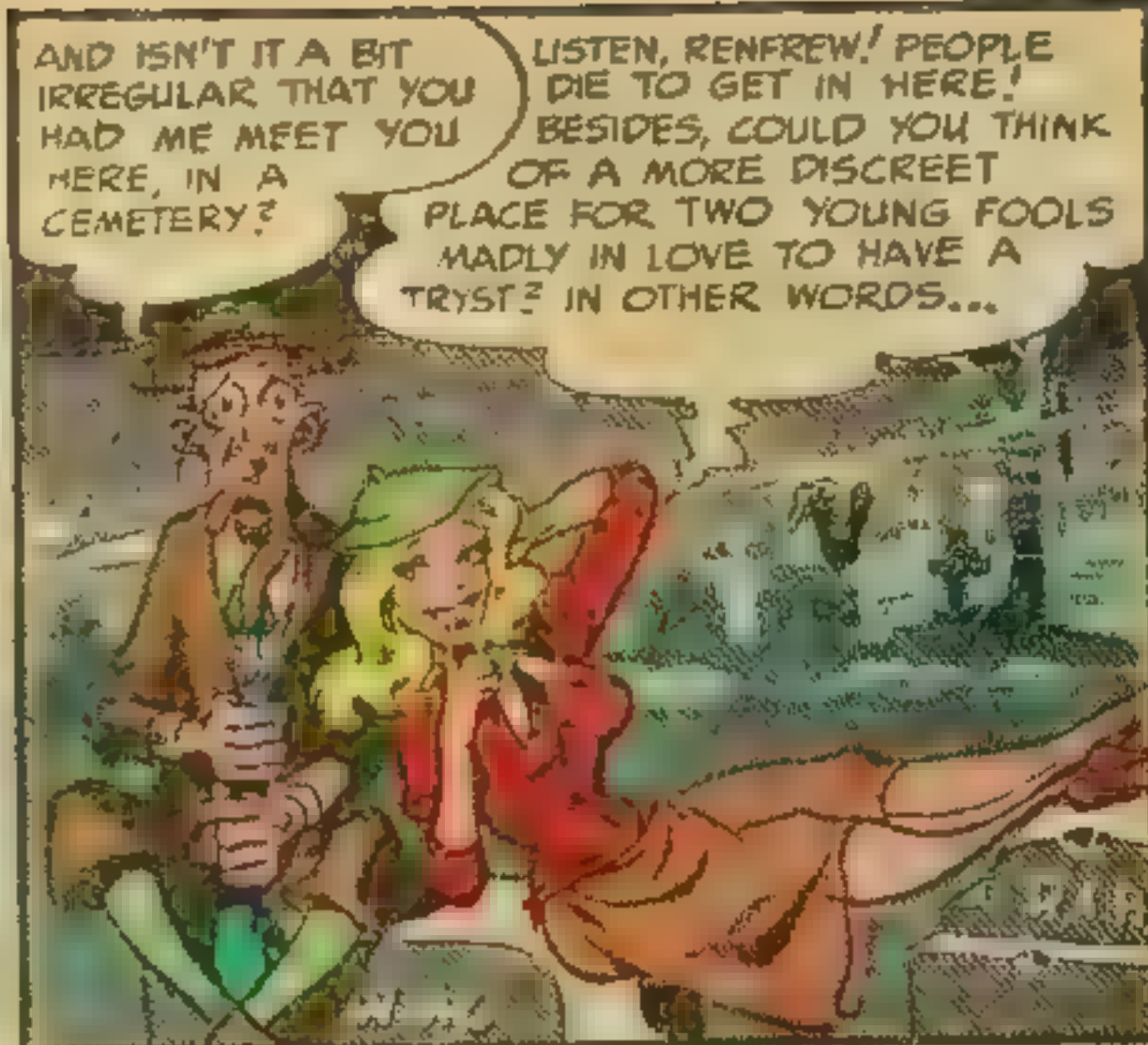
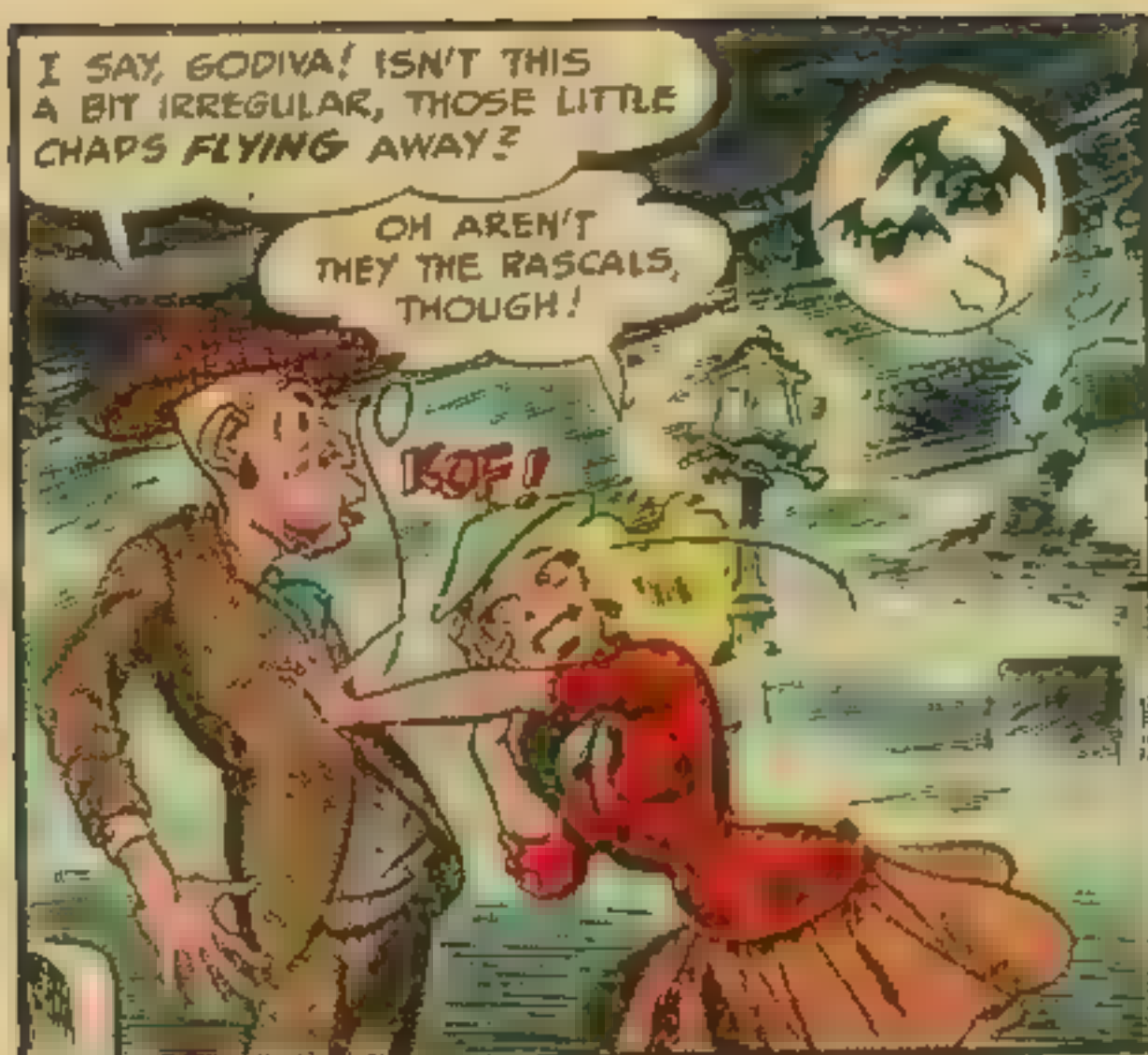
HORROR DEPT.: A FOG LIES FLAT ON LONDON, LIKE AN OPAQUE BLANKET LYING AT THE BOTTOM OF THE STILL LONDON NIGHT! AND DOWN BELOW, THOSE OF THE LIVING... ONE BY NAME OF GODIVA... MOVE THROUGH THE MILKY FOLDS OF THE FOG... AS WELL AS THOSE OF THE DEAD... BY N-NAME OF...

V-VAMPIRES!





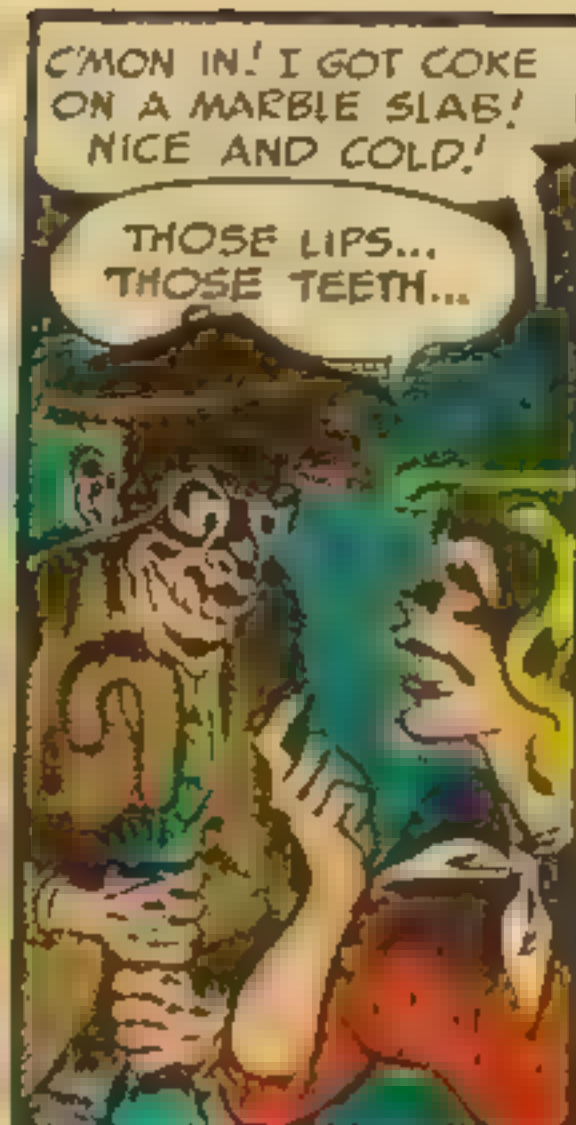






C'MON IN, RENFREW! I'LL
FIX YOU A CUP OF
COOL, WET TEA!

GAD WOMAN!
THAT SMILE...



C'MON IN! I GOT COKE
ON A MARBLE SLAB!
NICE AND COLD!

THOSE LIPS...
THOSE TEETH...



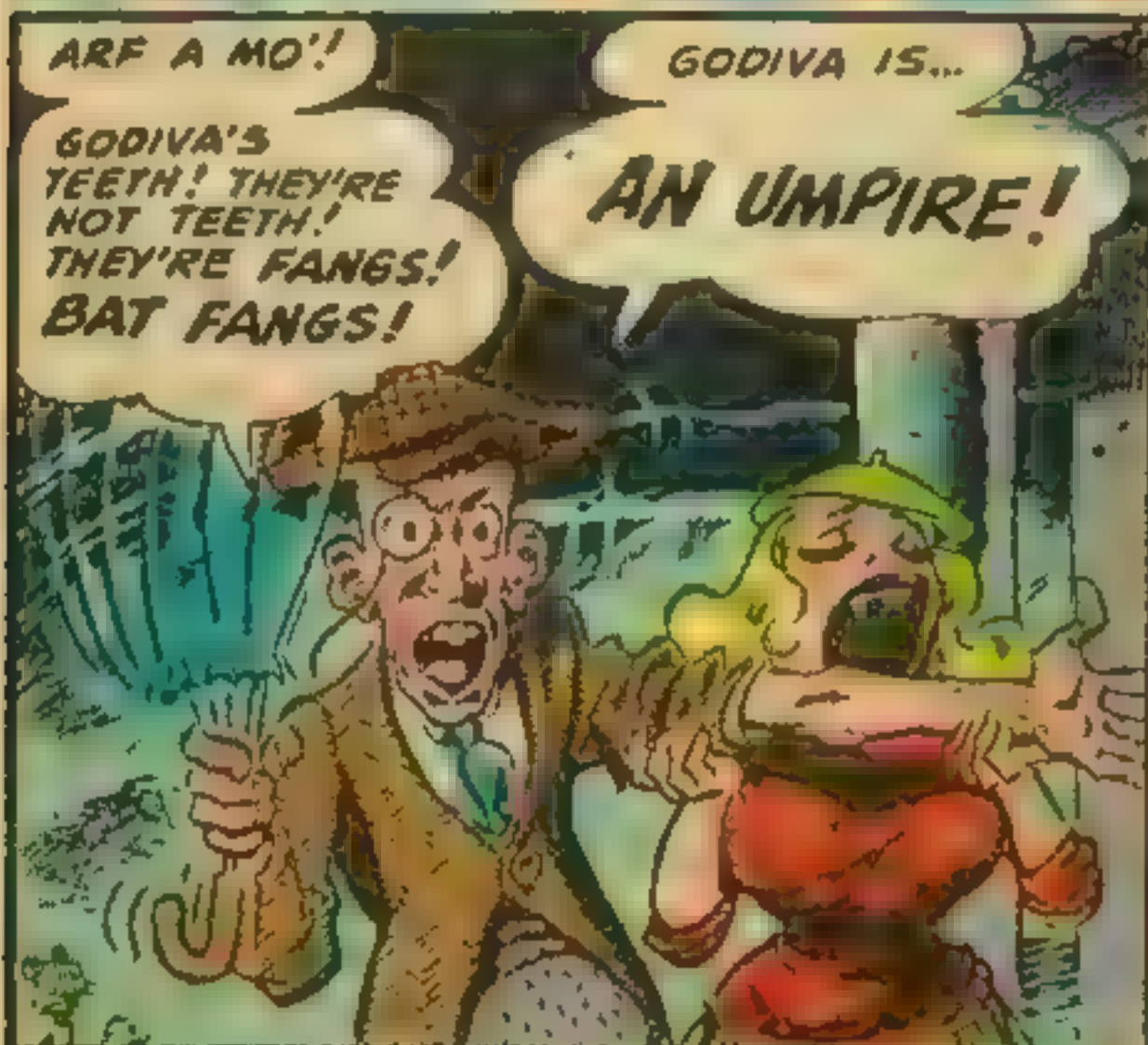
C'MON IN! I GOT SOME
MOULDY OLD BLINTZES
LEFT OVER FROM
LAST YEAR!

ESPECIALLY
THOSE TEETH...



HOW 'BOUT A PLATE OF
BLOOD-RED BORSCHT! OR
MAYBE JUST A PLATE OF
BLOOD!

YOU HAVEN'T
BEEN USING YOUR
CHLOROPHYLL
TOOTHPASTE!

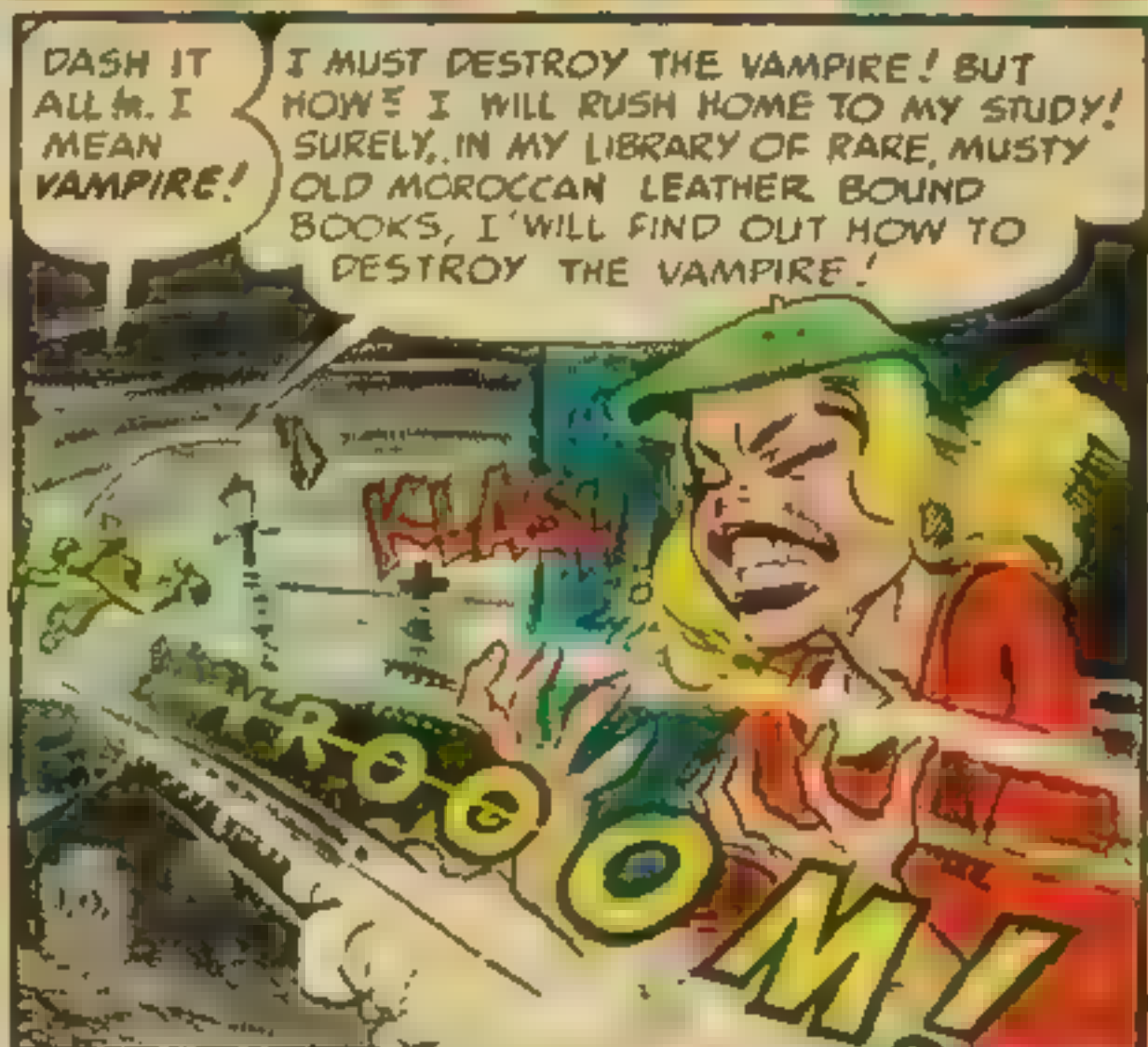


ARE A MO'!

GODIVA'S
TEETH! THEY'RE
NOT TEETH!
THEY'RE FANGS!
BAT FANGS!

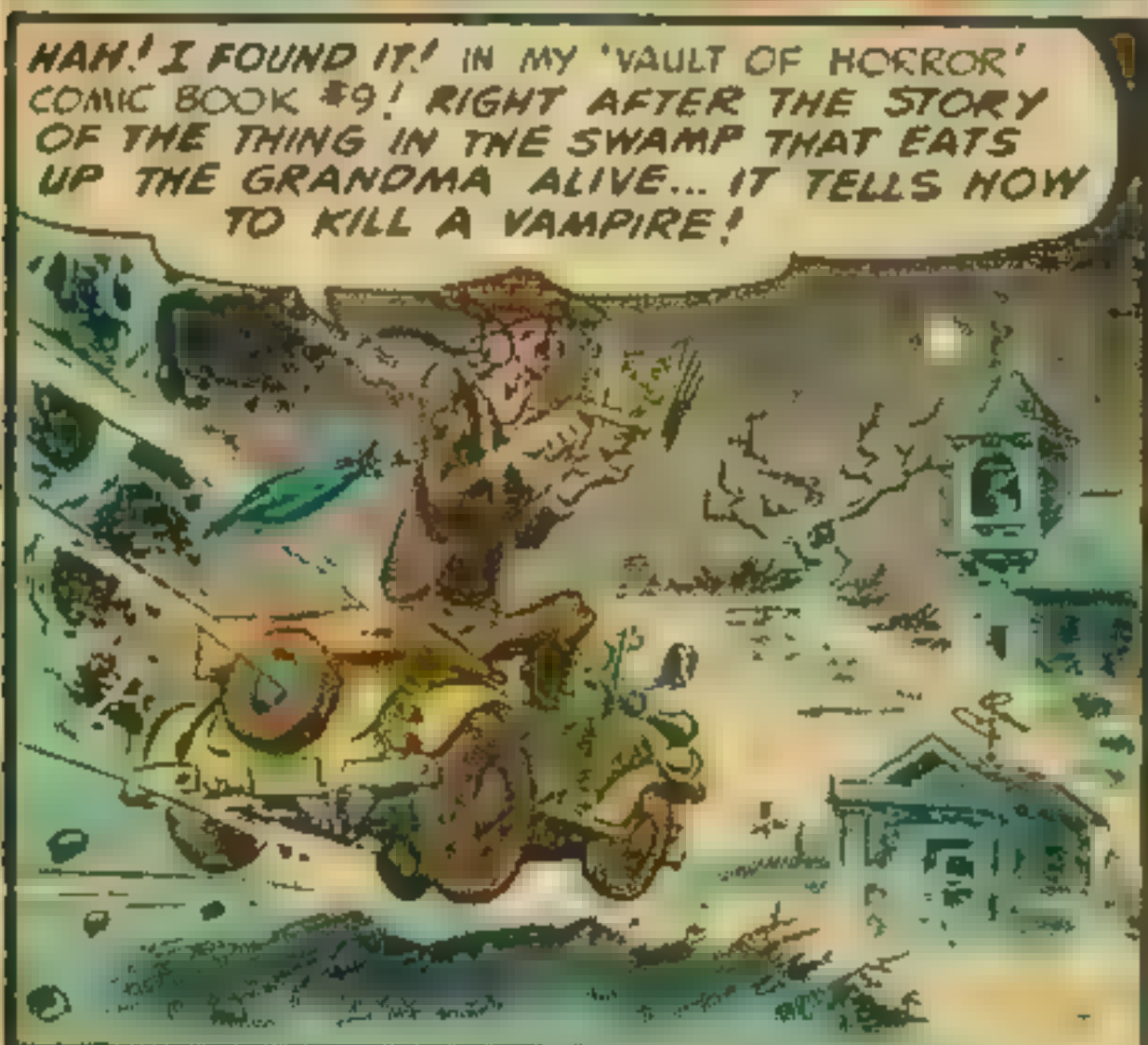
GODIVA IS...

AN UMPIRE!

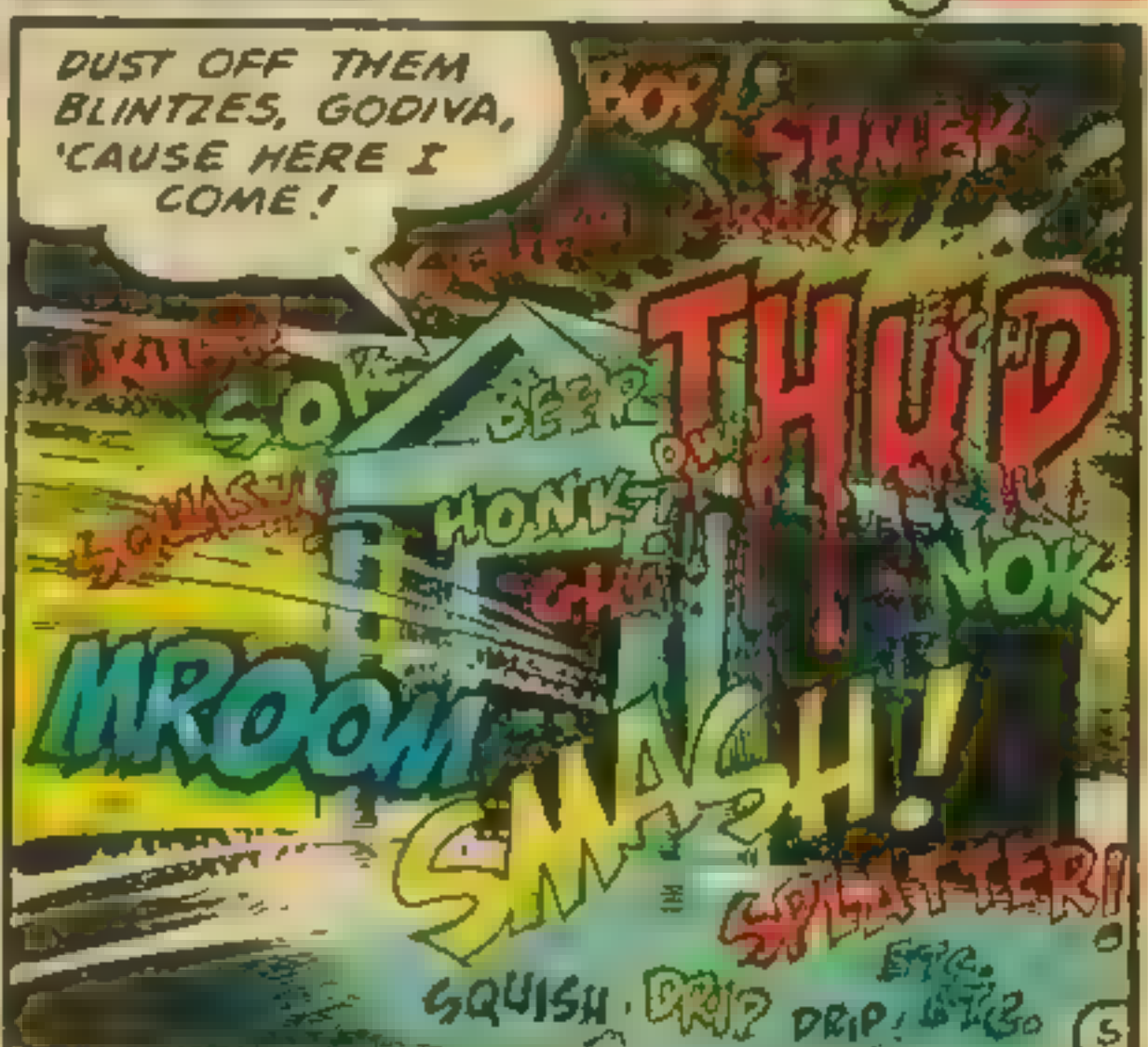


DASH IT
ALL! I
MEAN
VAMPIRE!

I MUST DESTROY THE VAMPIRE! BUT
HOW? I WILL RUSH HOME TO MY STUDY!
SURELY, IN MY LIBRARY OF RARE, MUSTY
OLD MOROCCAN LEATHER BOUND
BOOKS, I'LL FIND OUT HOW TO
DESTROY THE VAMPIRE!



HAH! I FOUND IT! IN MY 'VAULT OF HORROR'
COMIC BOOK #9! RIGHT AFTER THE STORY
OF THE THING IN THE SWAMP THAT EATS
UP THE GRANDMA ALIVE... IT TELLS HOW
TO KILL A VAMPIRE!



DUST OFF THEM
BLINTZES, GODIVA,
'CAUSE HERE I
COME!

BOB SHINEY

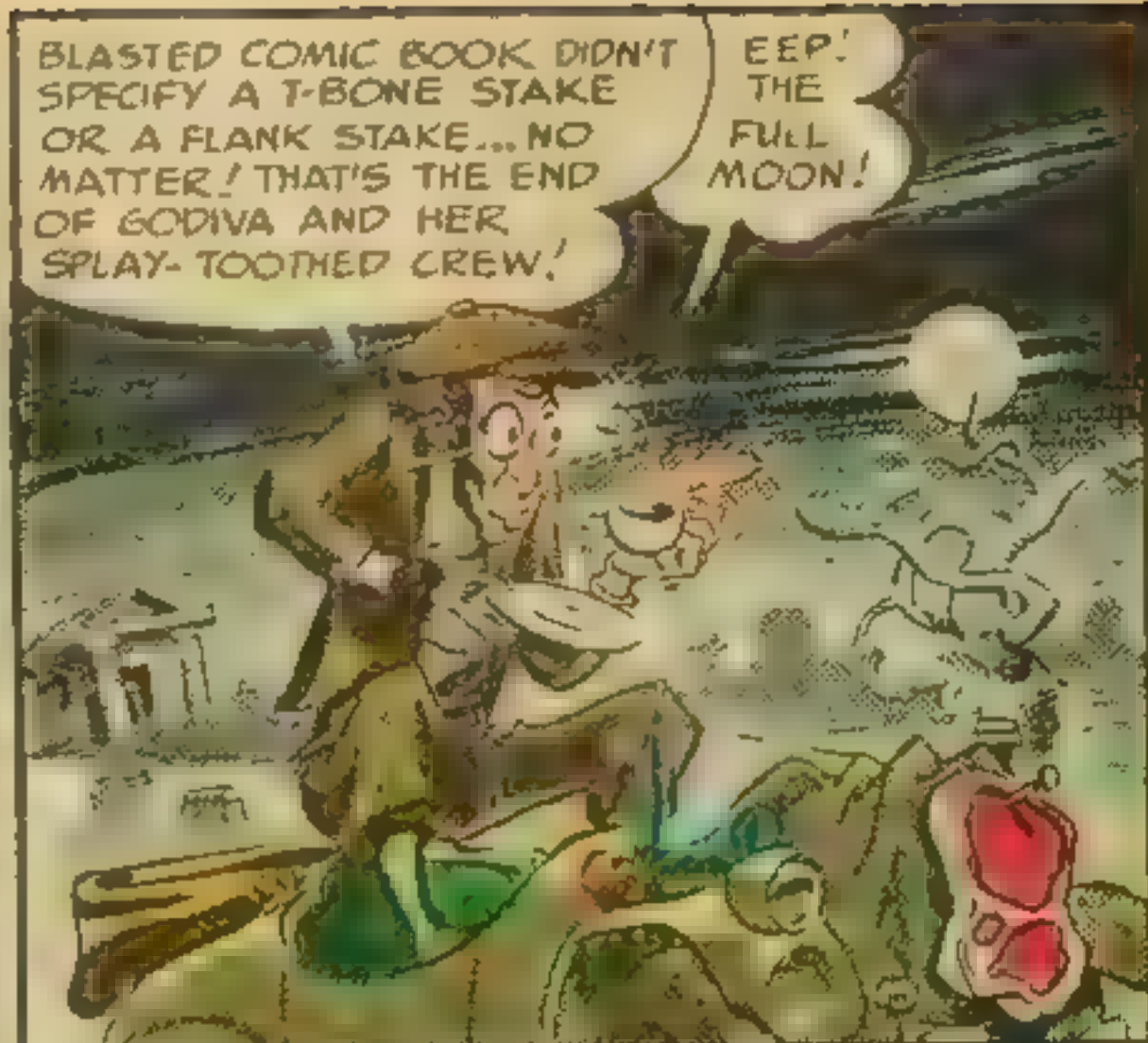
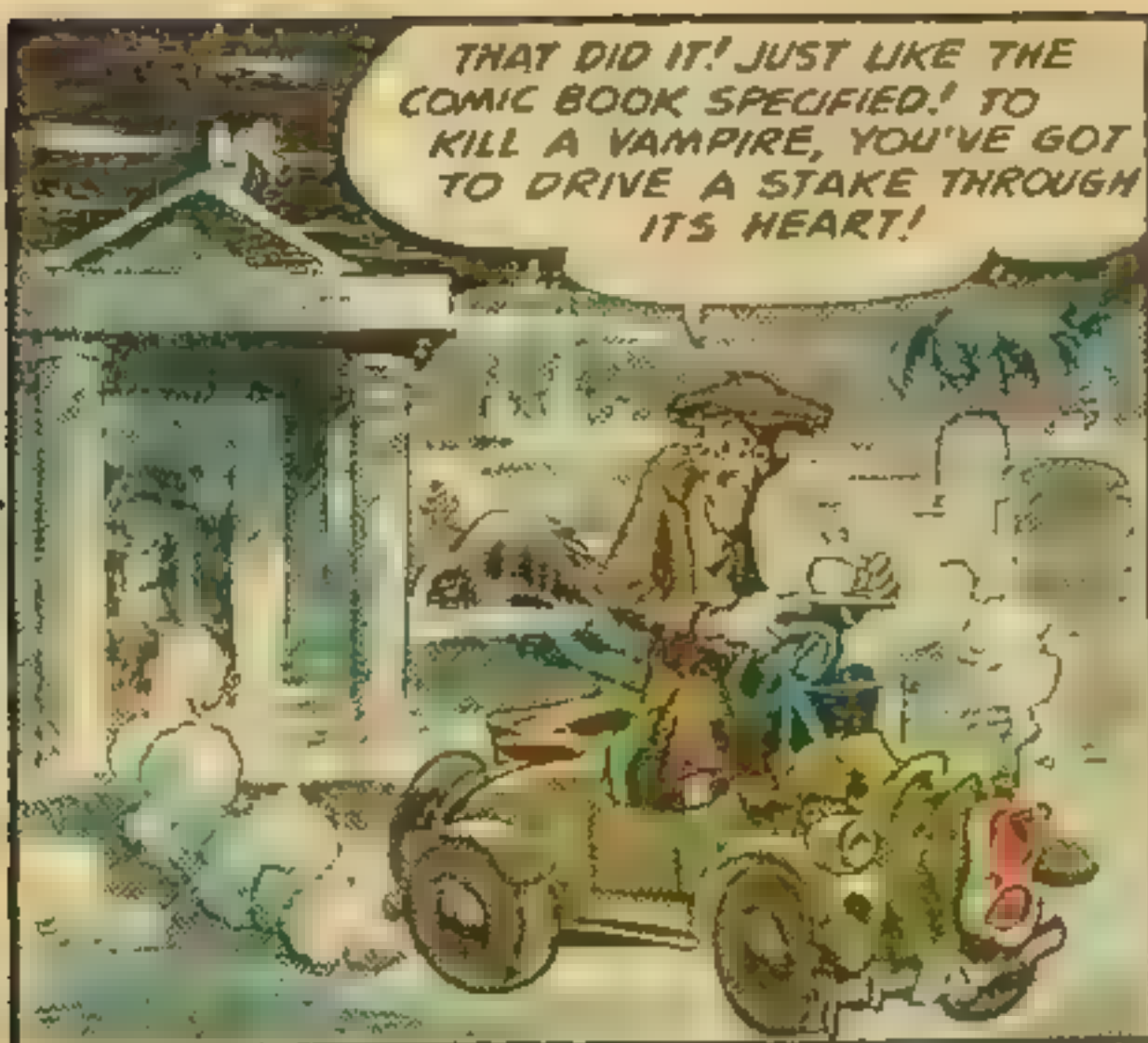
THUD

HONK

NOK

SMASH!

SQUISH DRI DRI DRI



WESTERN DEPT.: AND NOW, LET US TELL A STORY OF YESTERYEAR, WHEN LAW AND ORDER RODE THE PLAINS ON A WHITE STALLION BEHIND A BLACK MASK! ... LOOK! HERE HE COMES! A FIERY HORSE WITH THE SPEED OF LIGHT... A CLOUD OF DUST AND A HEARTY HIYO GOLDEN! IT'S THE...

LONE STRANGER!



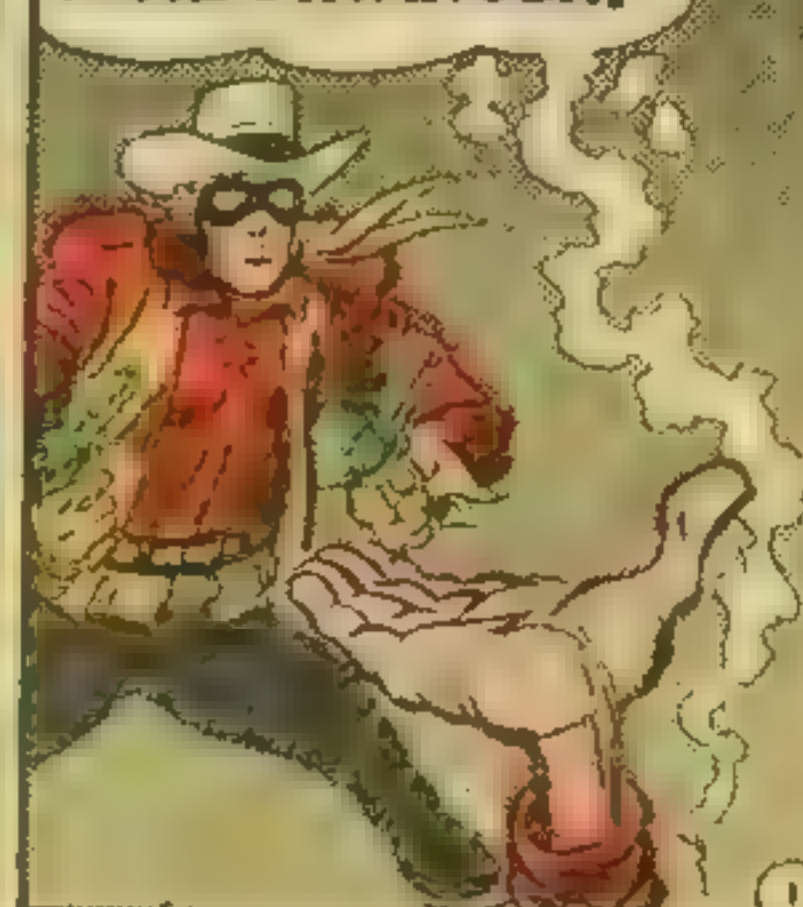
YUH GOT ME, MASKED MAN! MUH BANK ROBBIN' DAYS IS OVUH! YUH GOT ME 'TWEEN THUH EYES!

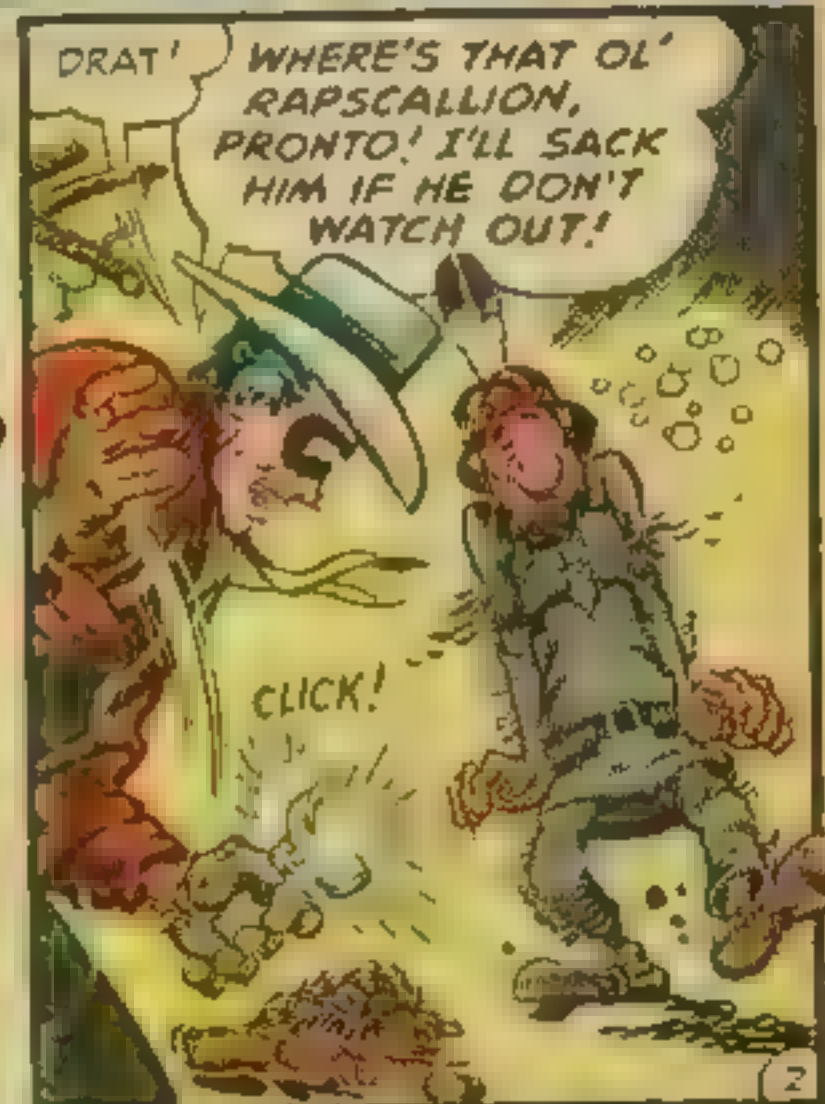
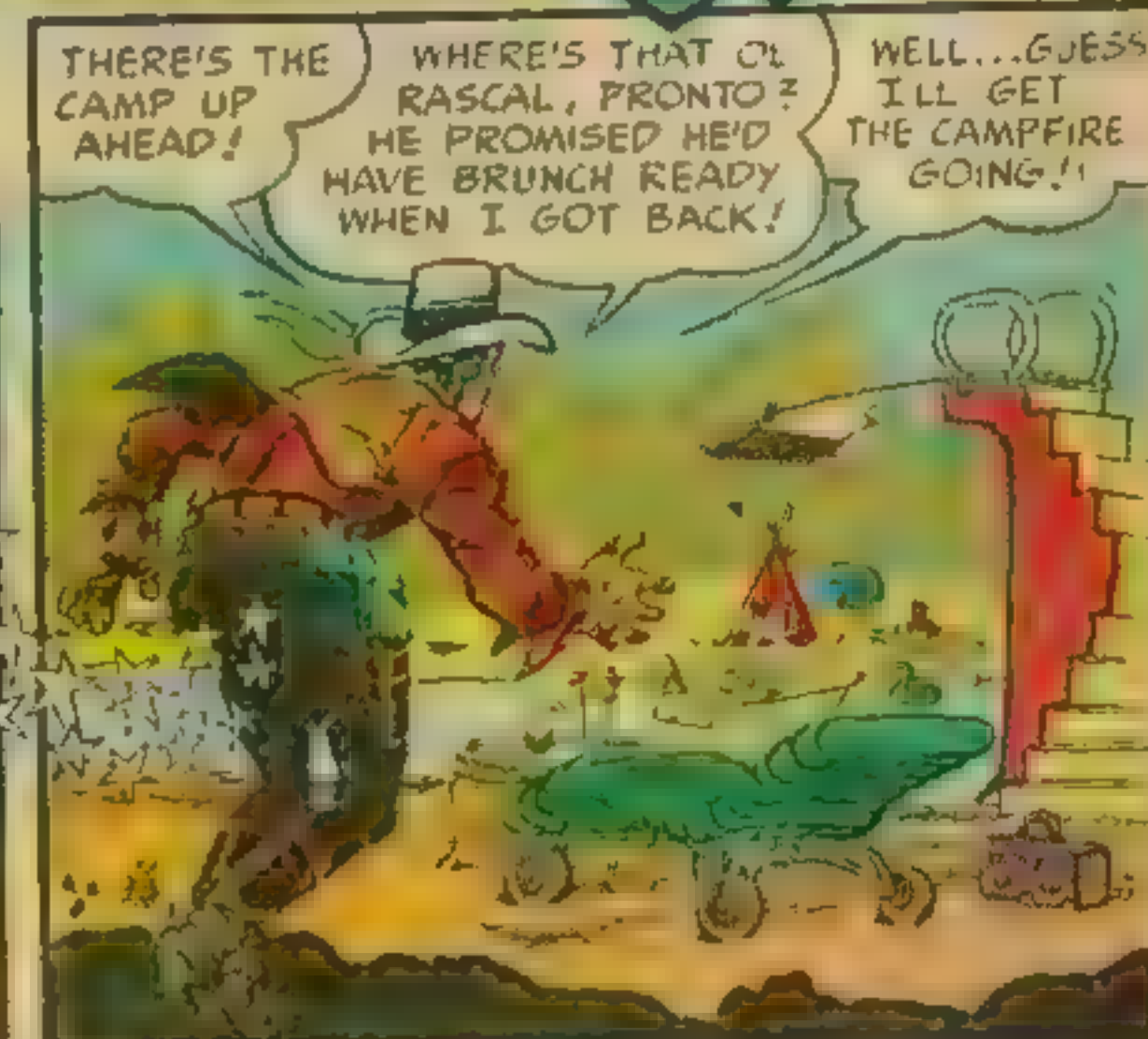
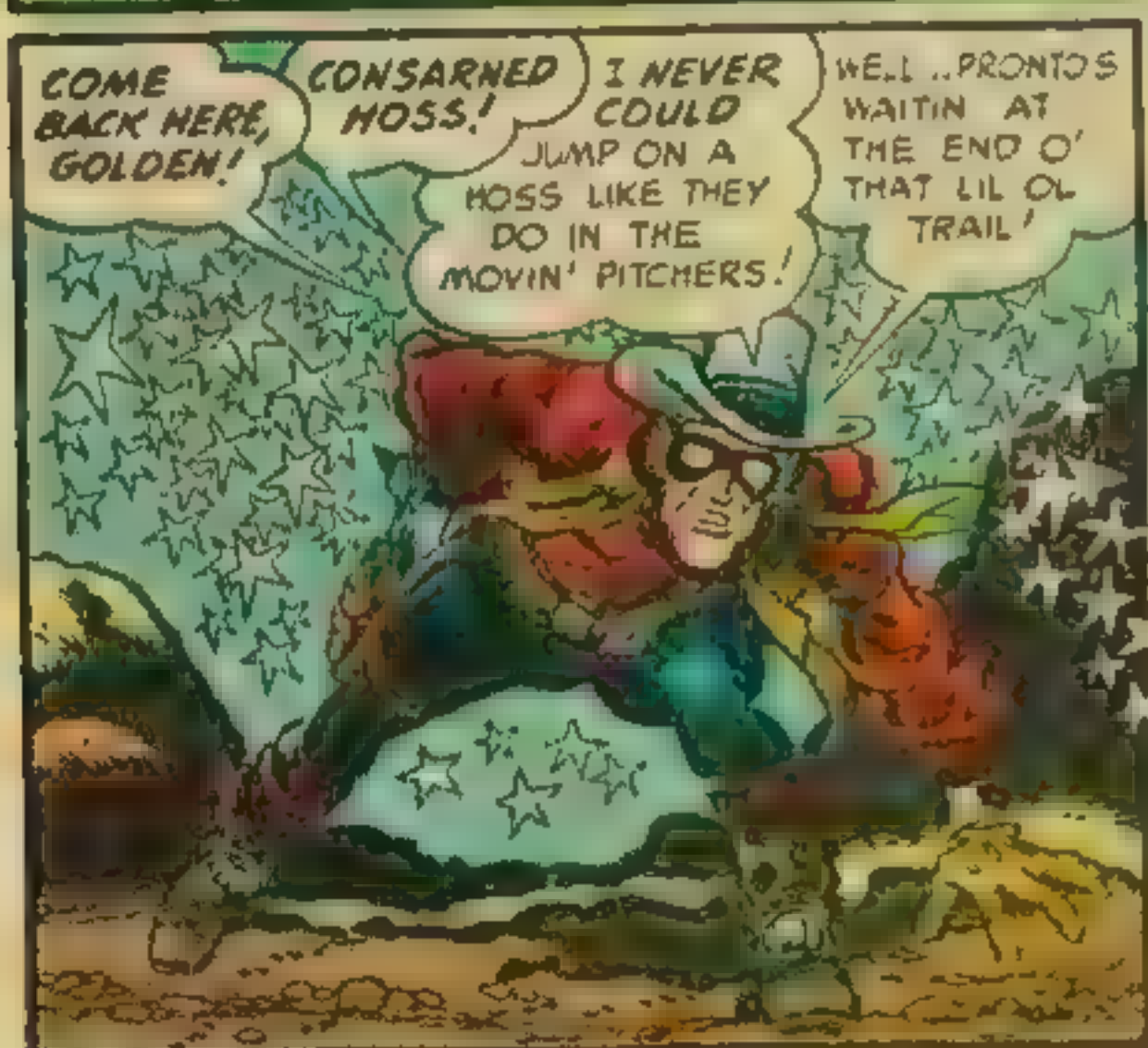


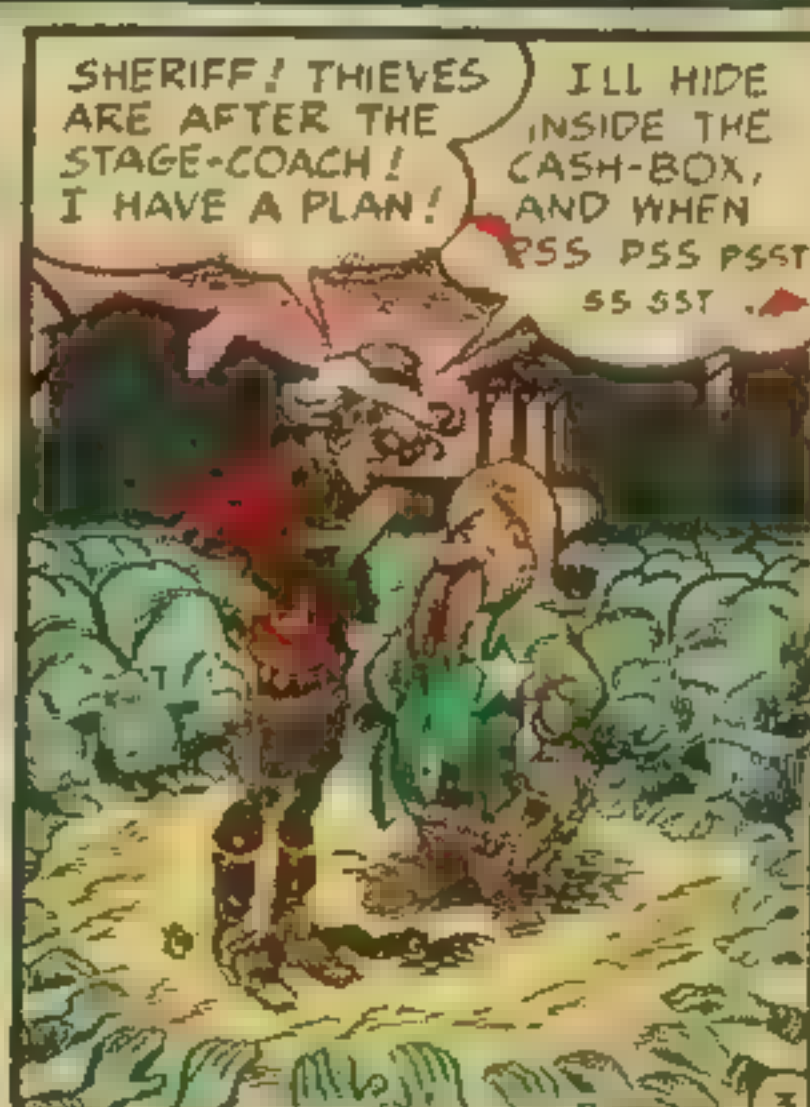
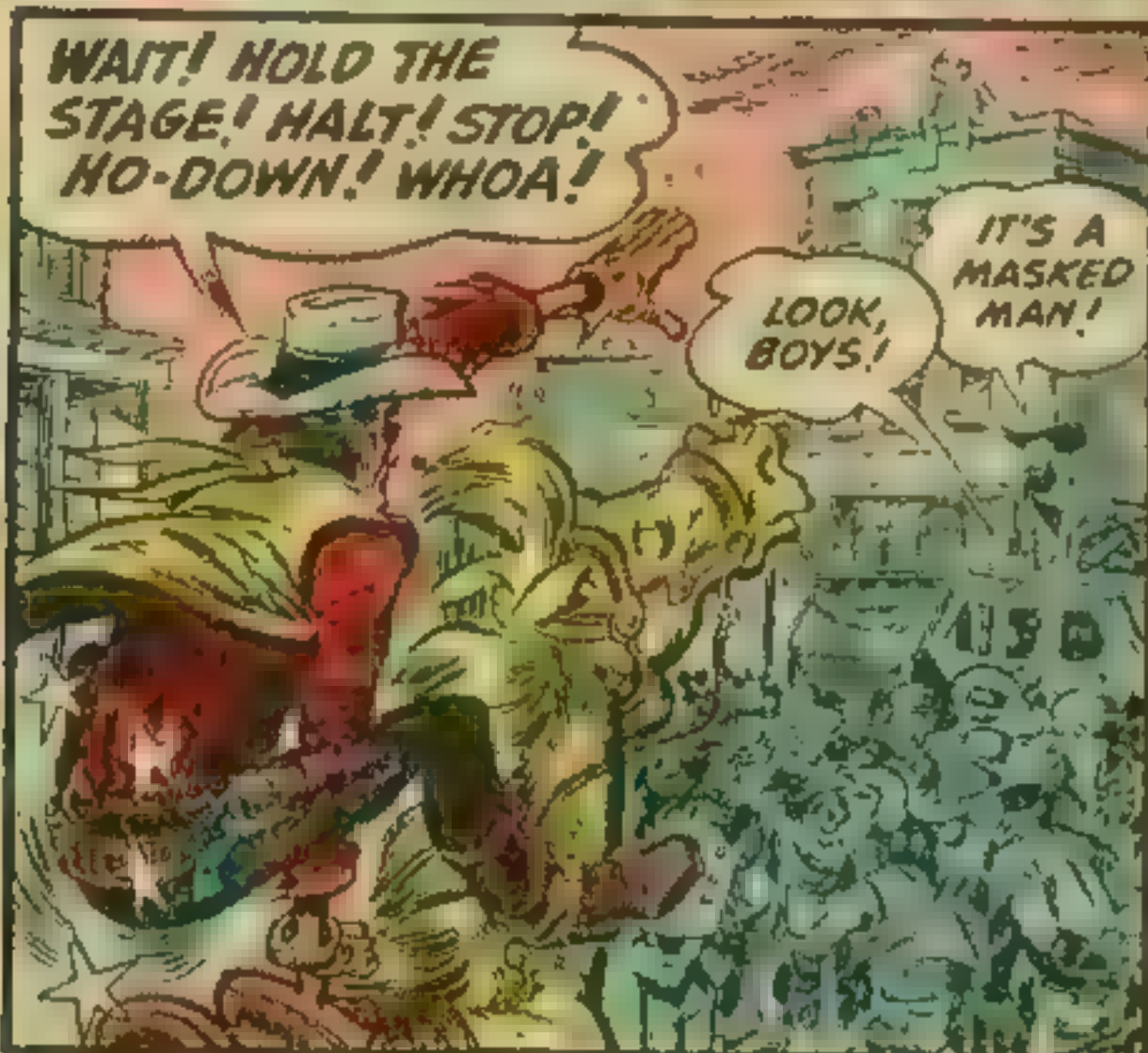
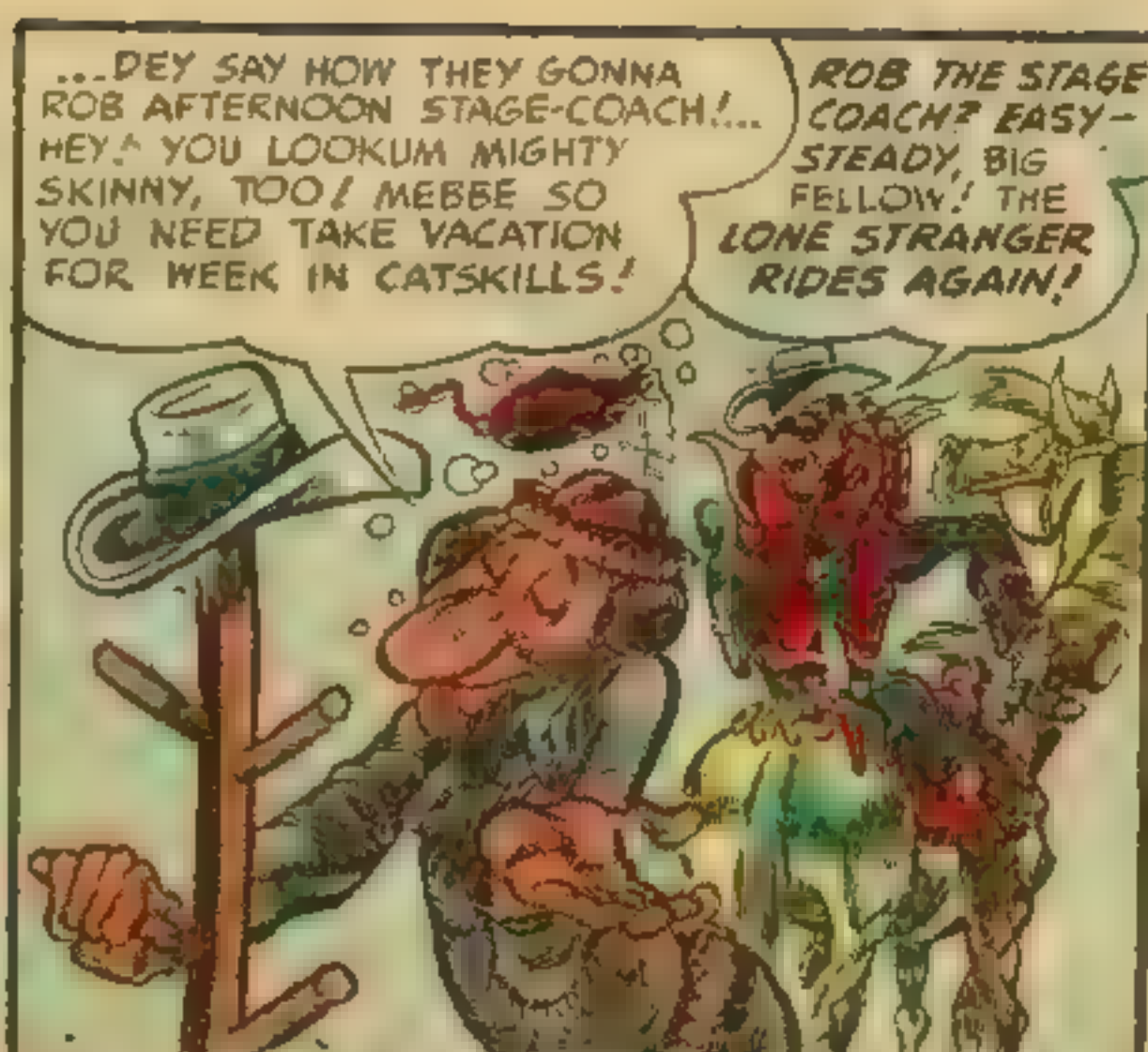
LEWME . LEWME JUS DIG OUT THE BULLET HYAR' ... EKK! A GOLDEN BULLET!

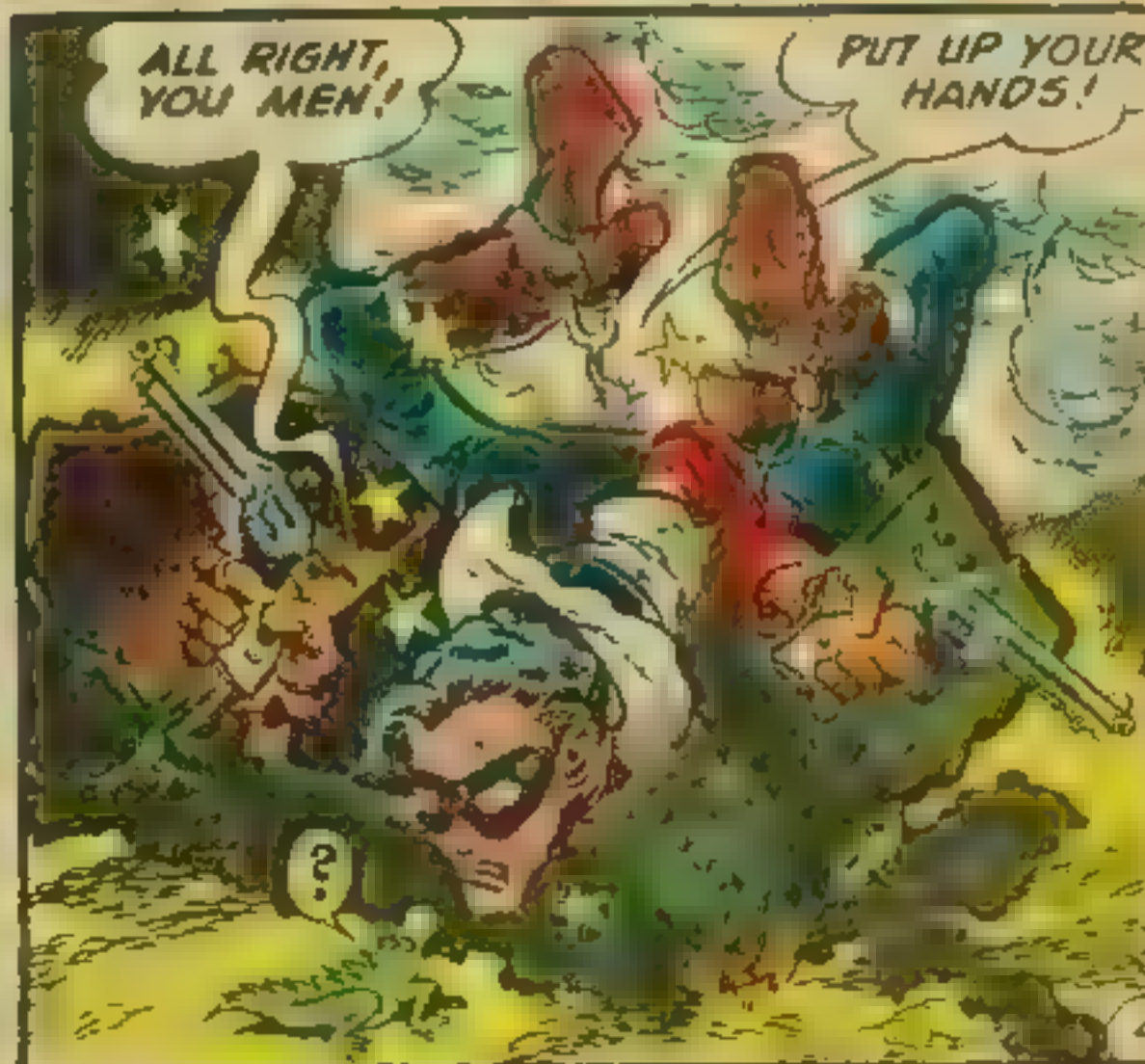
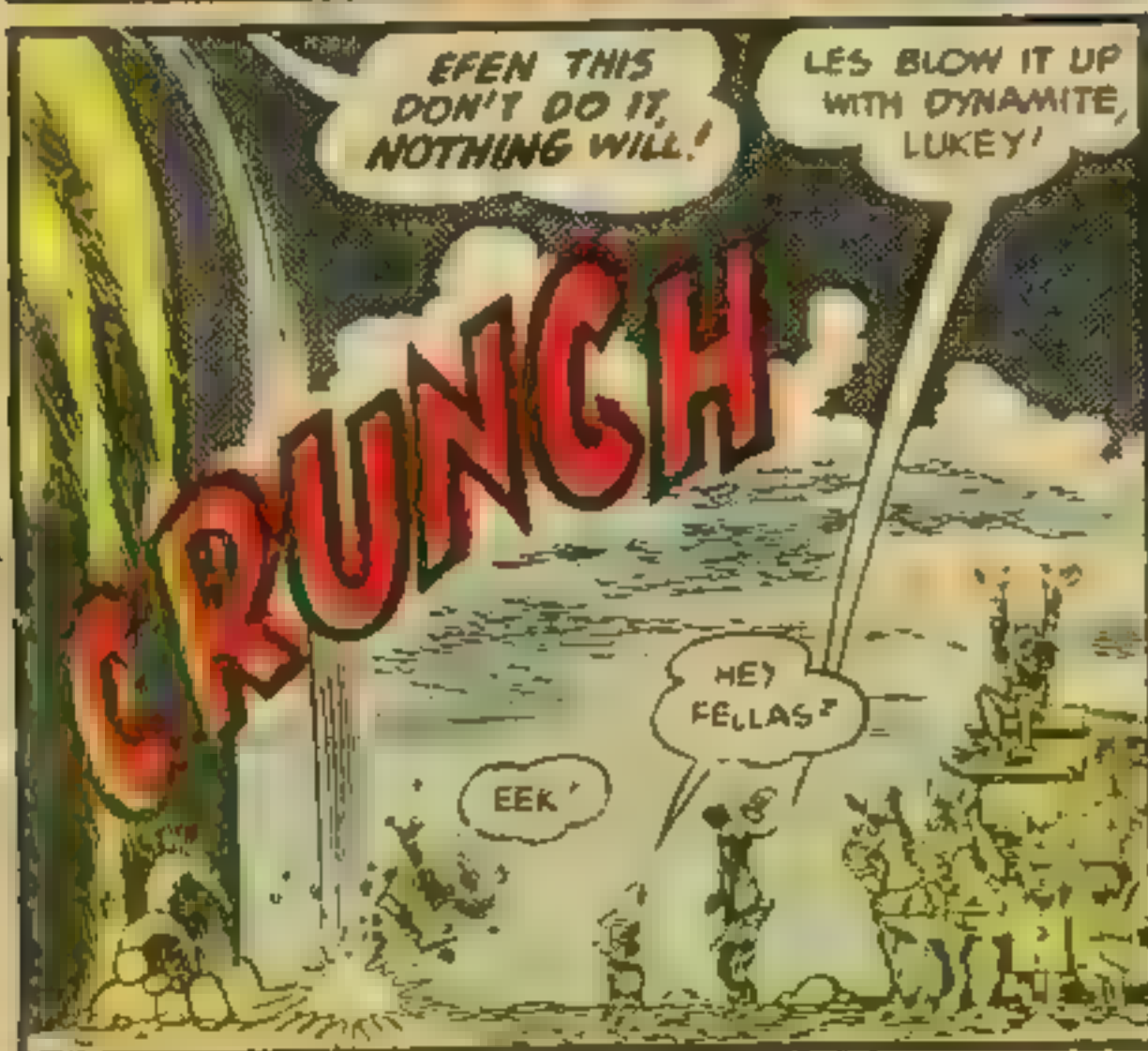
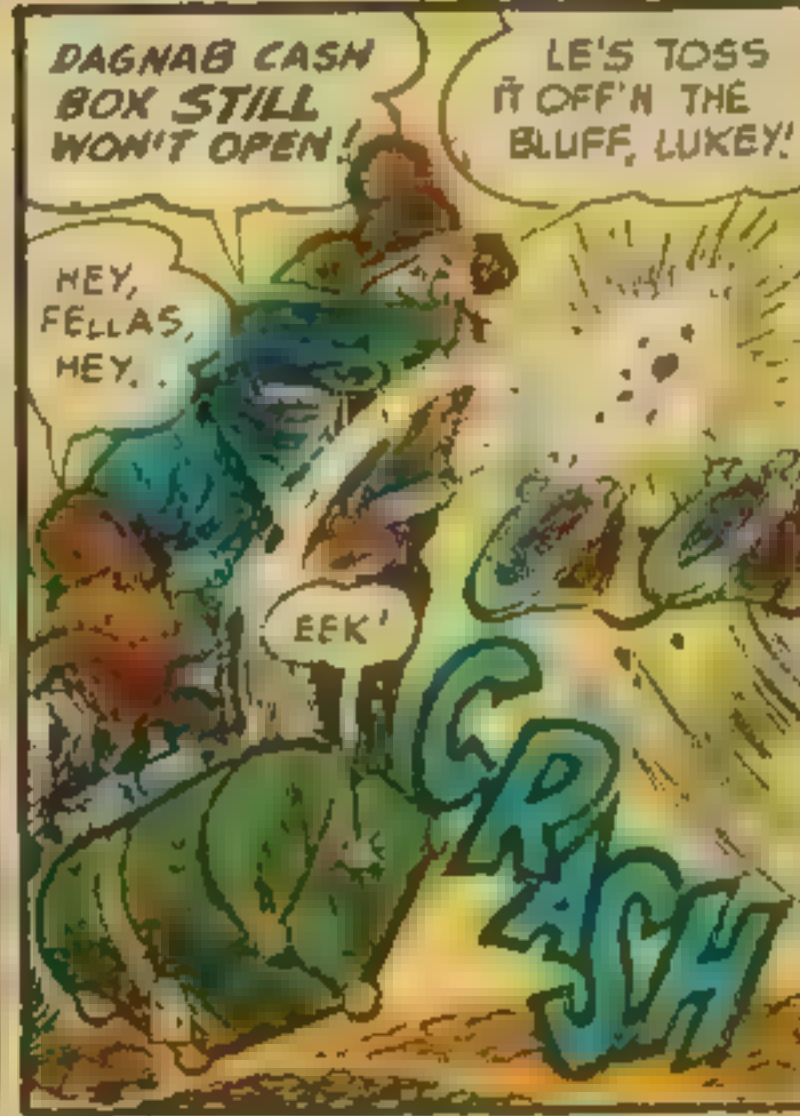
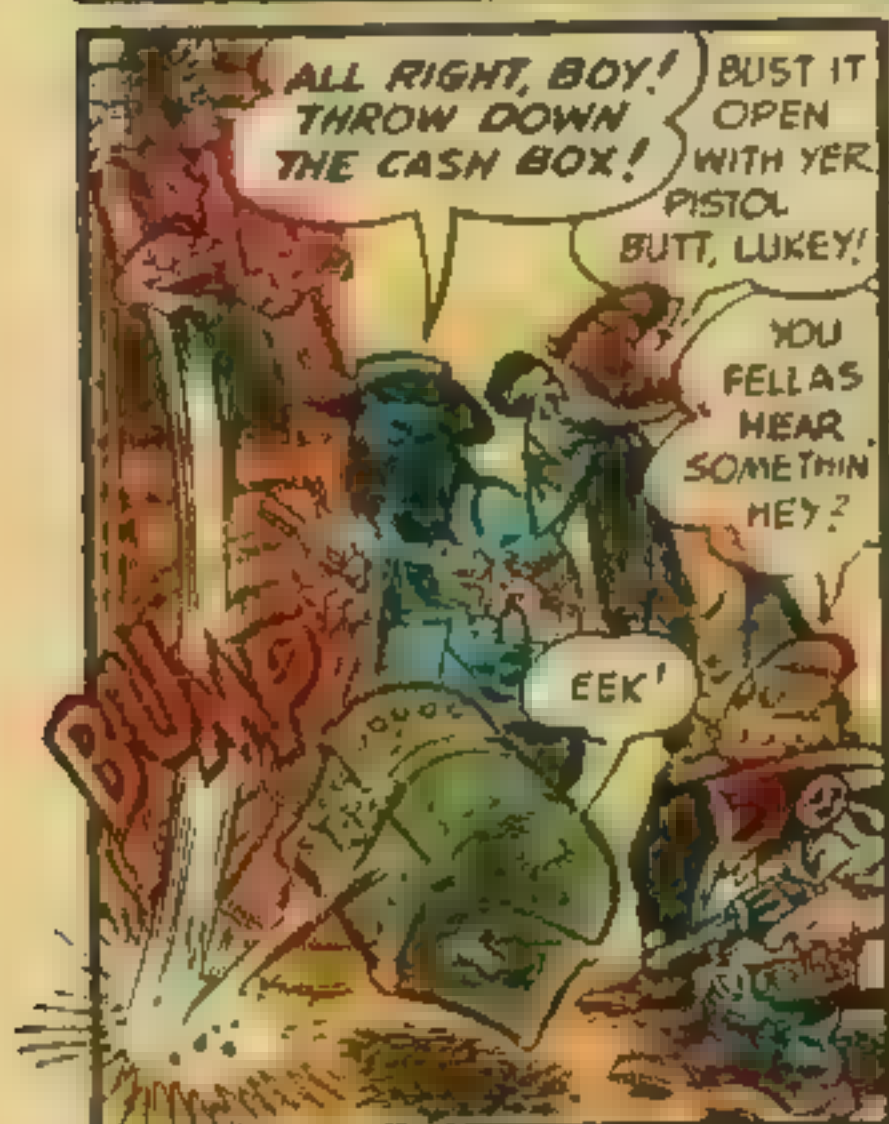
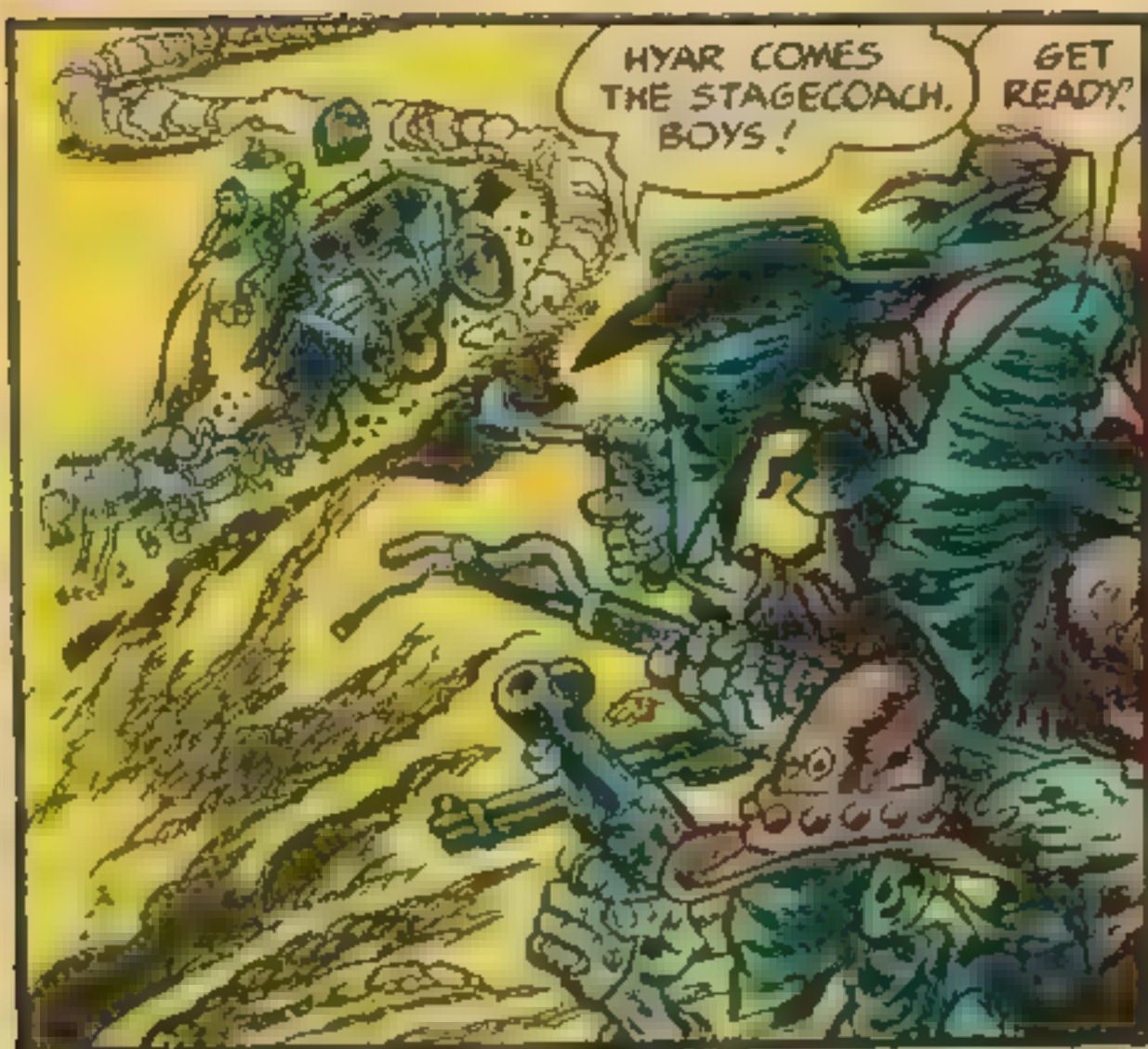


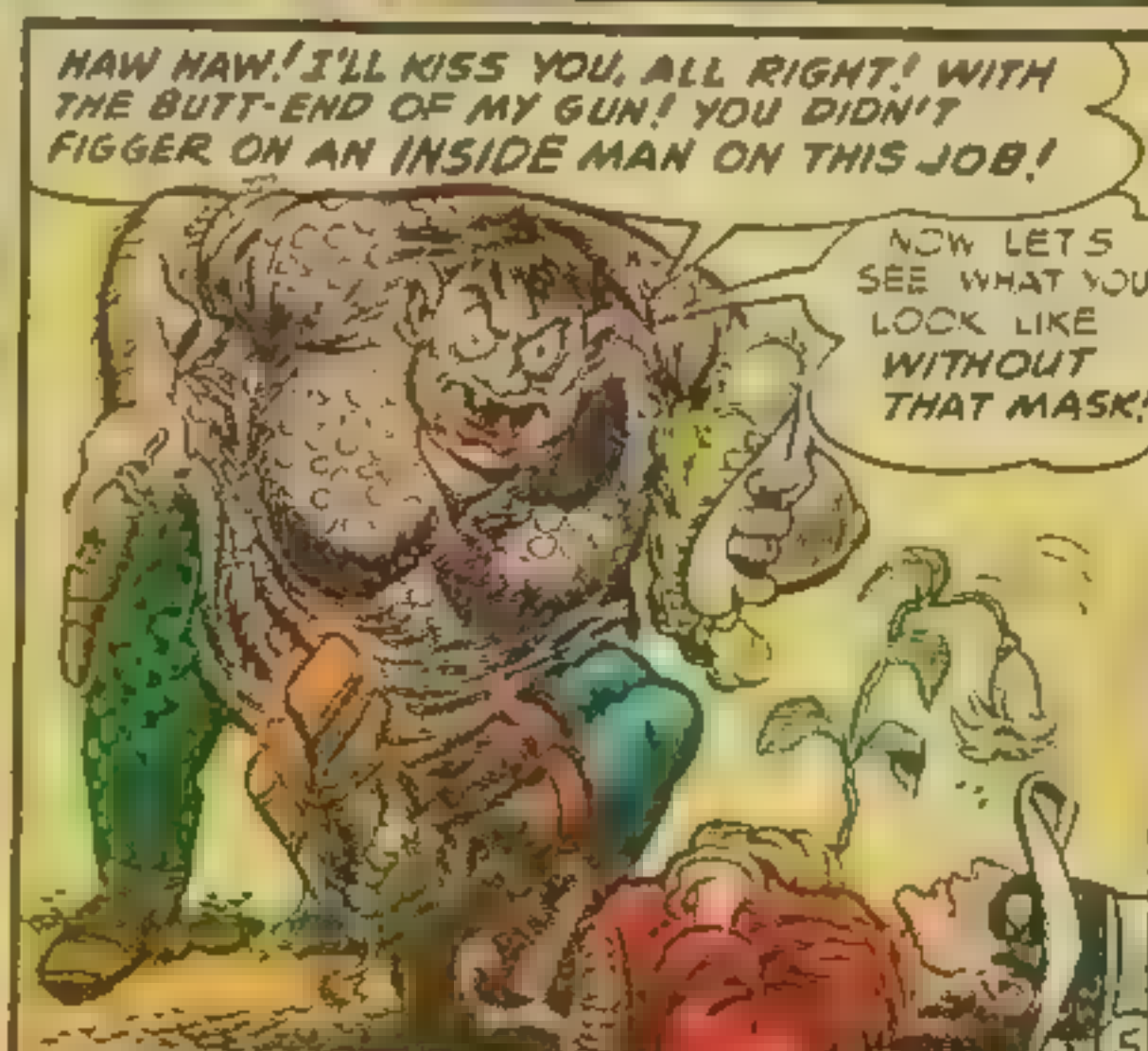
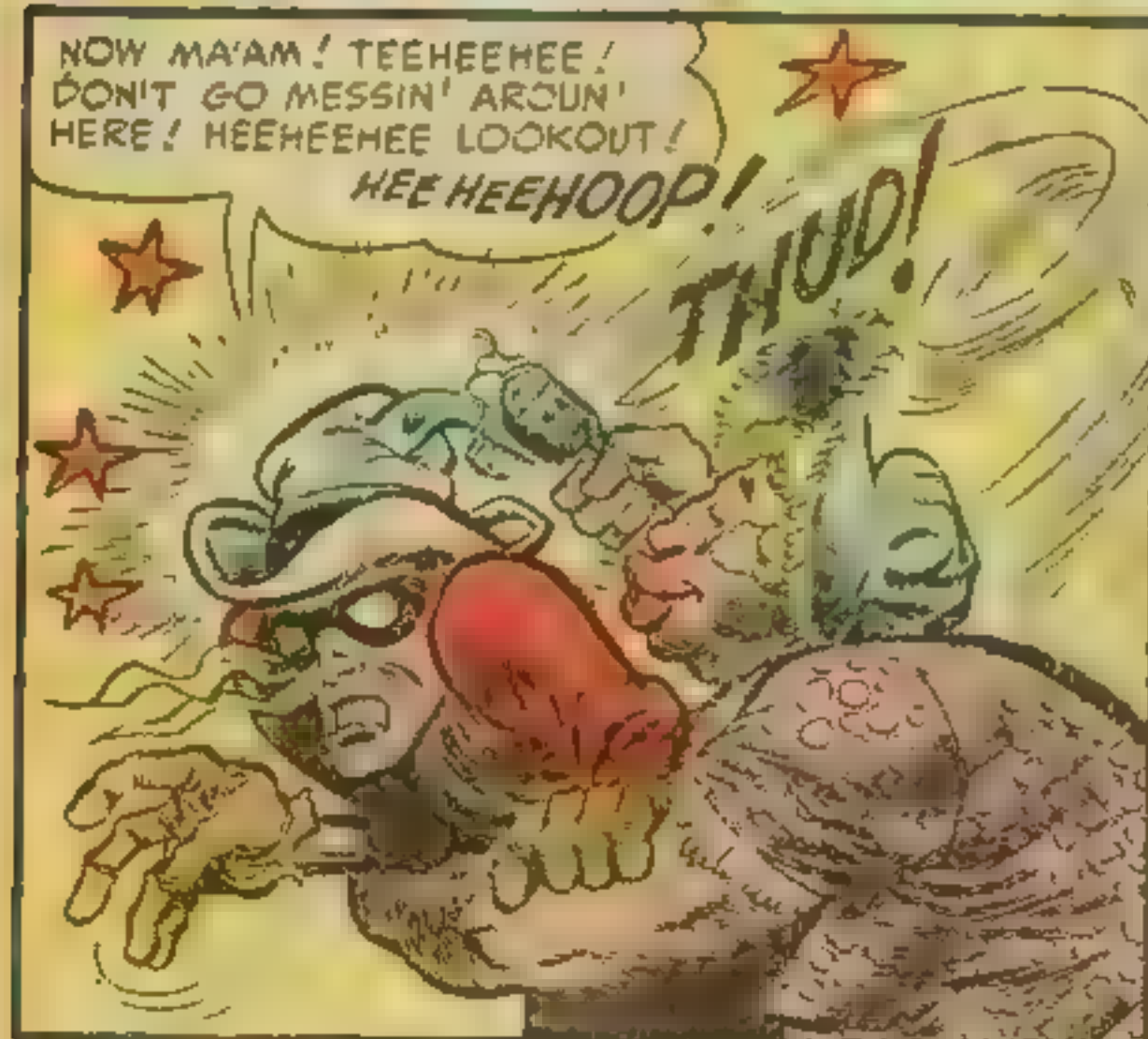
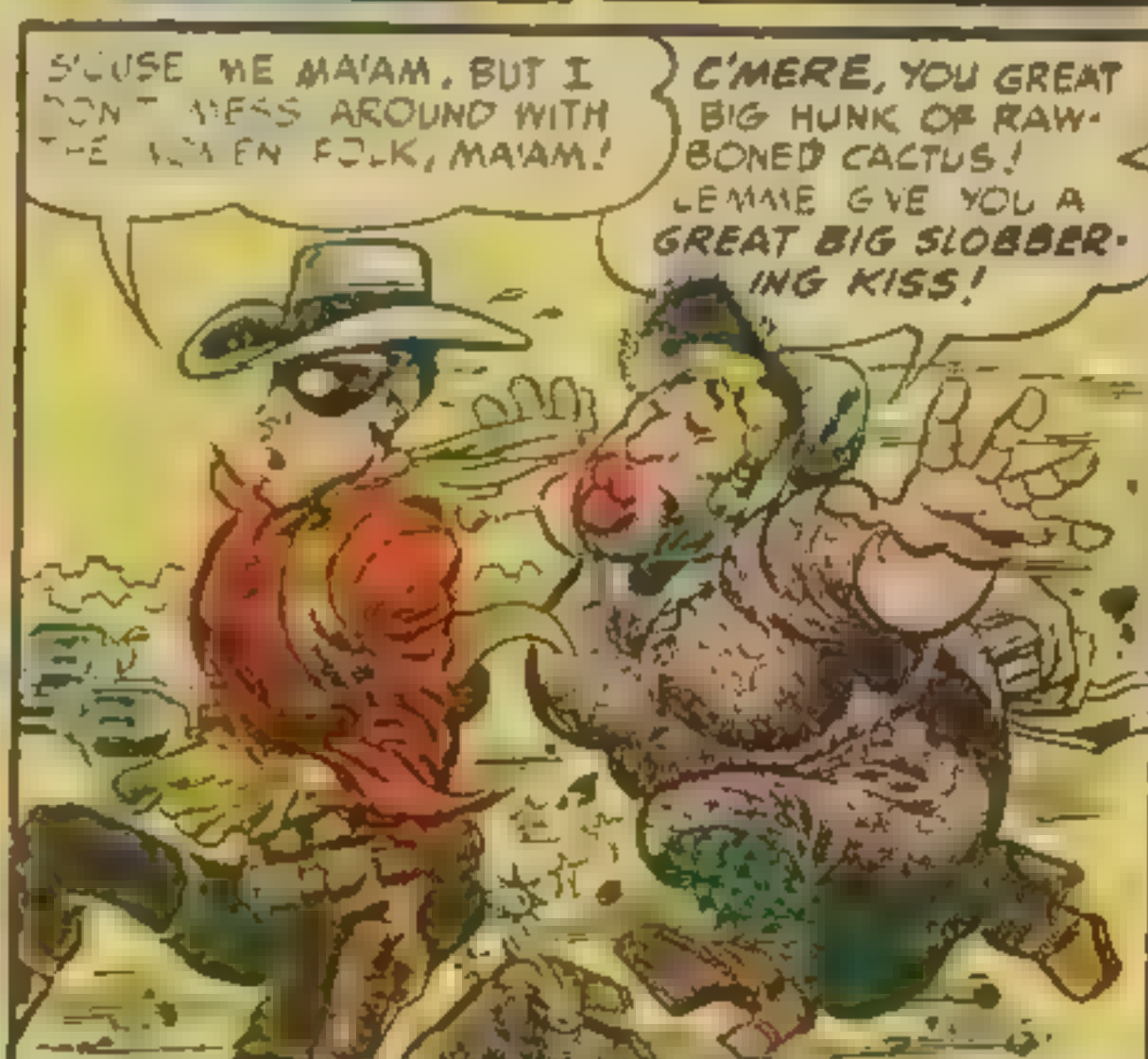
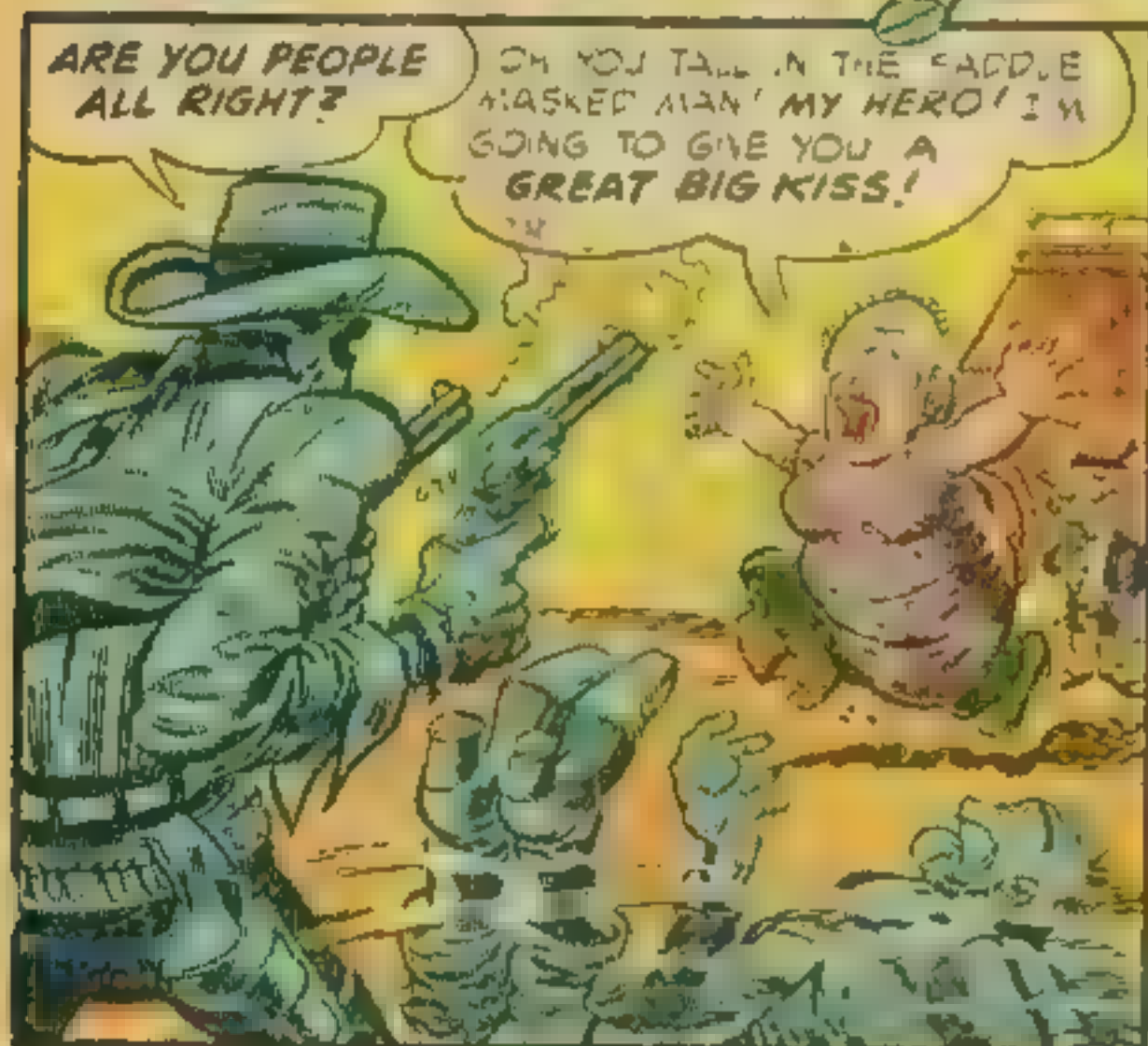
WHY YOU'RE ... YOU'RE THE LONE STRANGER!

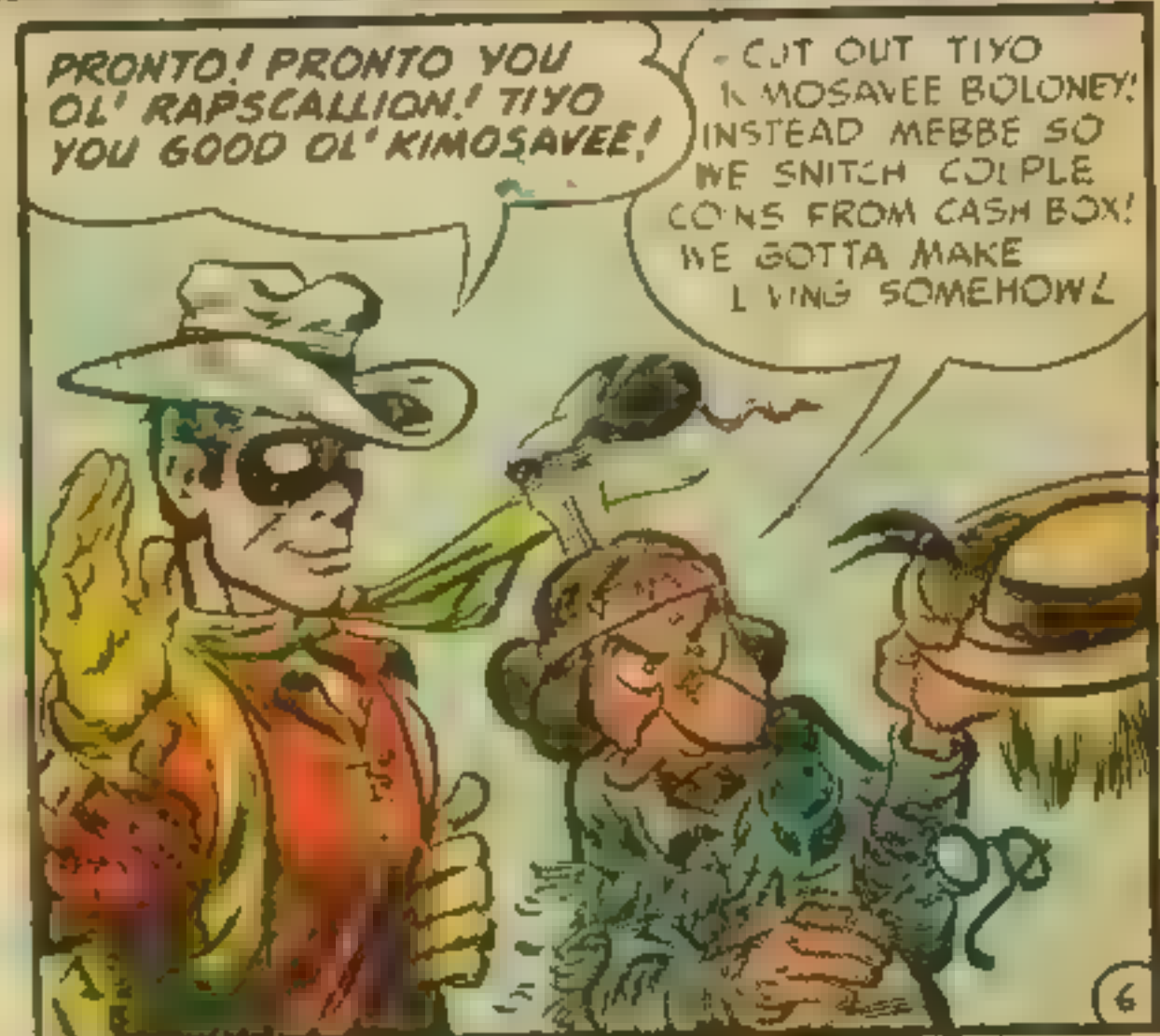
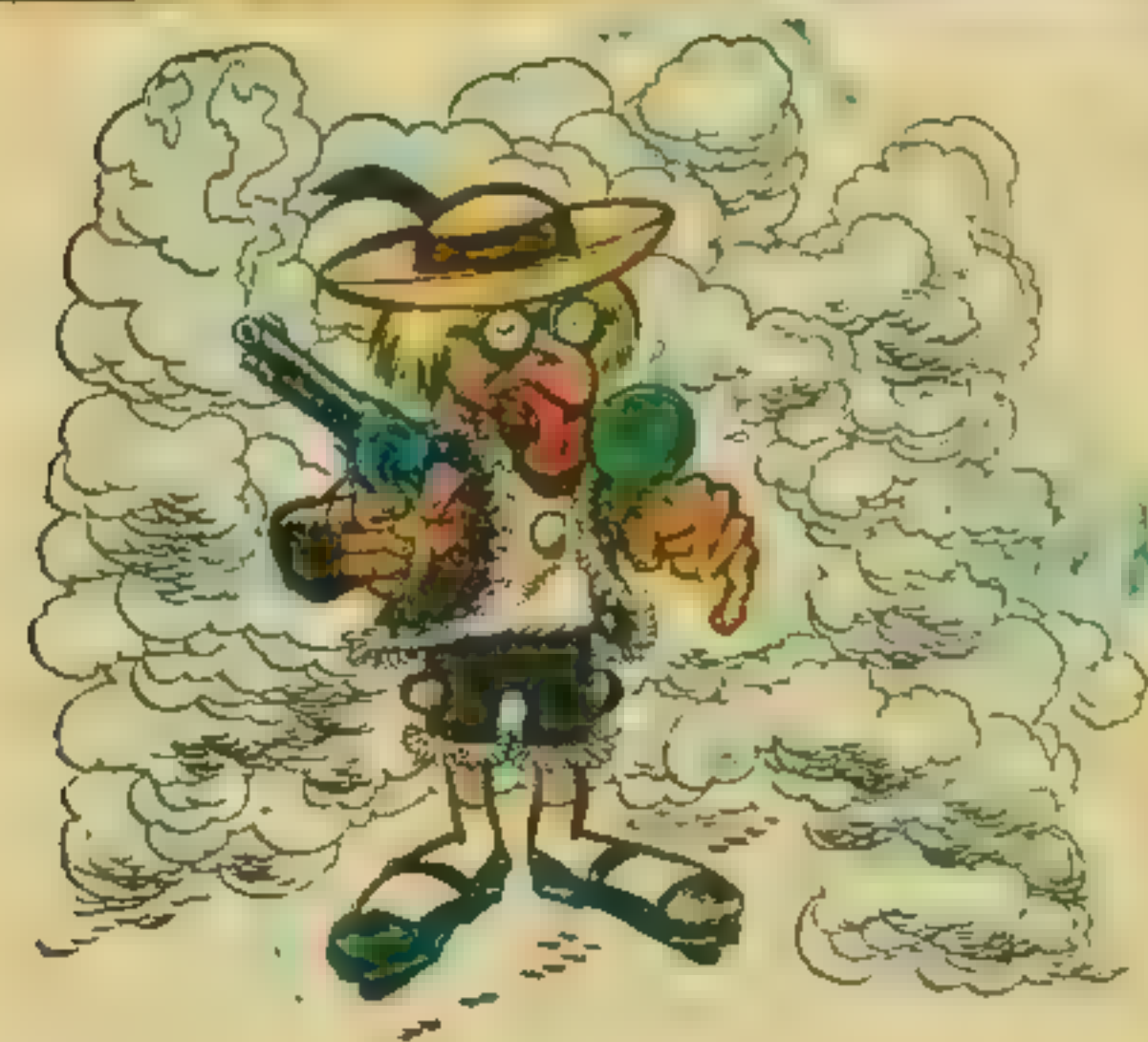
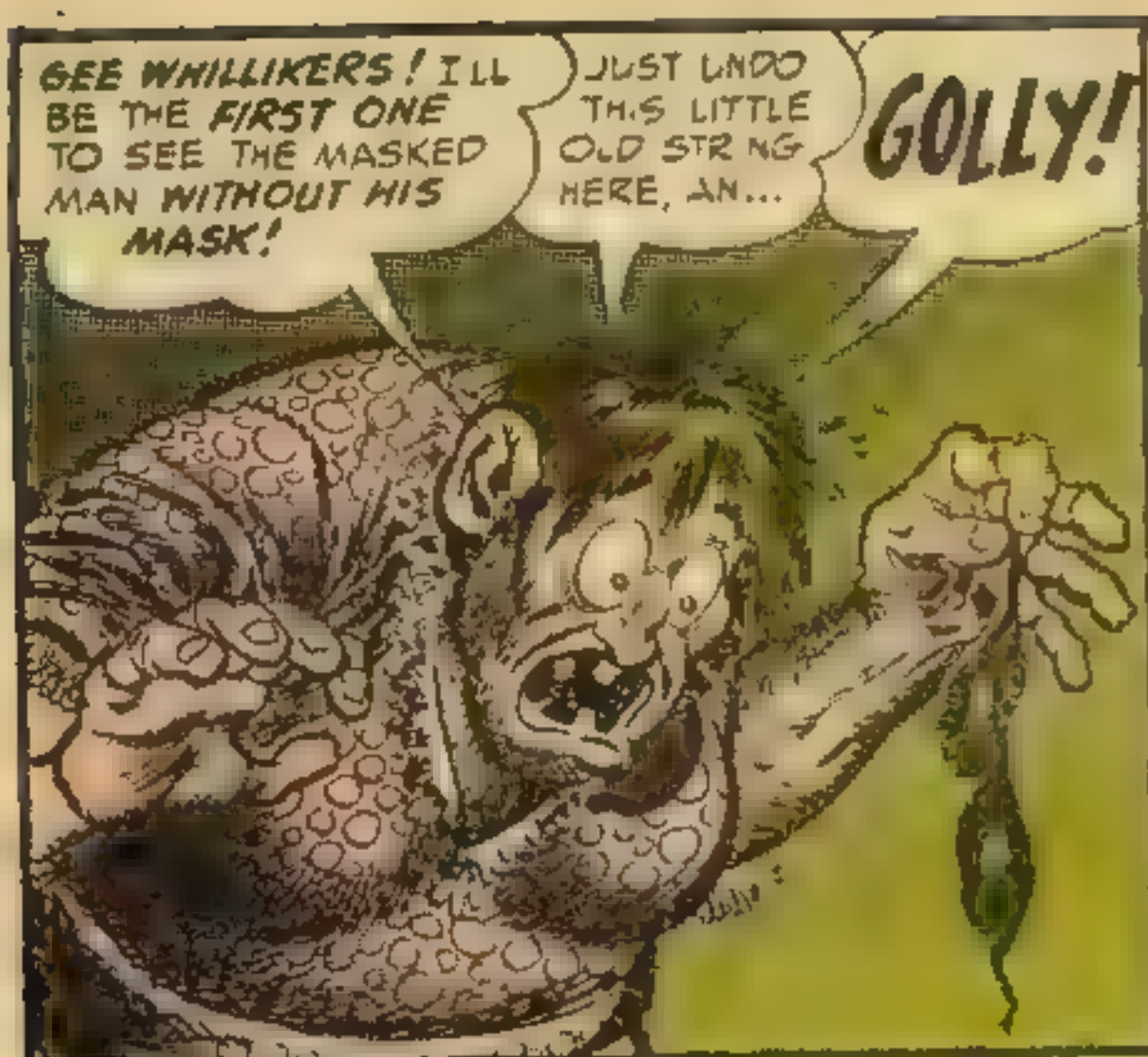














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When you show them America's greatest
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Newest Seat
Cover Sensation!



BIG MONEY, FULL OR SPARE TIME!

Want extra money—plenty of it day after day? Then rush your name and address at once for Free Sample Outfit that will start you taking orders from car owners everywhere for Key expertly tailored Auto Seat Covers. EXCLUSIVE NEW PATTERNS to fit every make and model car. No one can compete with you in wide choice, in quality—and in expert tailoring that makes covers fit like a pair of gloves. And when you quote prices that are only a fraction of what the customer expects to pay, brother! You make money hand over fist writing up the fast orders! Line includes nationally advertised sensations like BLACK EBONY Saran, in the new Black and Silver Watermelon Stripe, beautiful beyond description BAMBOO, luxurious brilliant FIESTA, colorful BULL FIGHTER PLAIDS,

plus many other exclusive patterns to choose from, all at unbelievably low prices. It's no trick at all to make big money whether you sell full time or just in spare time. OPPORTUNITY TO SELL AT WHOLESALE TO GARAGES, SERVICE STATIONS, ETC

RUSH NAME FOR FREE OUTFIT

GIVE MAKE, YEAR AND MODEL OF YOUR CAR. No experience needed. Make all the extra money you need easily just by showing! Every car owner a "hot" prospect. YEAR AROUND STEADY PROFITS. No investment to make. Actual seat covers given to producers for OWN use! Write for Free Selling Kit and actual samples TODAY!

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800 NORTH CLARK STREET CHICAGO 10, ILLINOIS



FIESTA



BULLFIGHTER



BLACK EBONY

KEY PRODUCTS CORP.,
Dept. 9912
800 N. Clark St., Chicago 10, Ill.
Rush Free Sample Outfit at
once. (If you own a car include
the following information):
Make Year Model

Name My Age
Address Yrs.
City State

"Scram! You SKINNY Scarecrow!"

the boys shouted at me
ONLY A FEW WEEKS AGO!

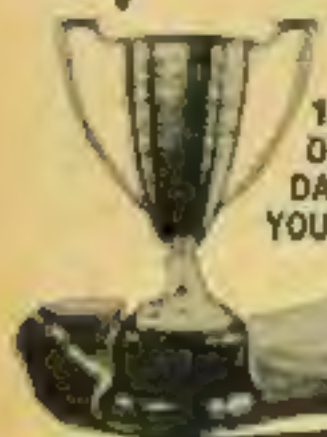
"I was a SKINNY, scared, girl-shy skeleton. Now I feel and look great. Pal, do as I did, right NOW! Mail the Coupon below.

**I gained 53 lbs.
of MIGHTY MUSCLE**
8½ inches on my CHEST; 3 inches
on each ARM. You can do it in
10 minutes a day!"

—New York

Roger D. Hirsch

YOU CAN WIN
THIS 15" TALL
SILVER TROPHY
AS THEY DID!
10 MINUTES
OF FUN A
DAY IS ALL
YOU NEED!



ROGER
HIRSCH
was an
112 lb. 6 ft.
weakling
LOOK AT HIM NOW!

"They used to call me,
'SKINNY, SKINNY'"

But look
at me now
—an All-
American
Jowett Cham-
pion"—says
John Sill, Utah, who
like millions, mailed
me 10c and a coupon
like the one below
YOU MAIL NOW!



"This is The GREAT CHANGE You
made in me in 90 DAYS!

From a SKINNY WEAKLING to a MIGHTY
MAN. With ONE hand I can now lift
overhead a boy weighing 145 pounds.

I can bend a 1½
inch IRON BAR
around my neck.
Jowett gives you
muscle quality as
well as quantity."

Yours,

John Jackson Jr.

ARKANSAS



John Jackson
NOW!!!

John Jackson
Only 90 DAYS ago!

"NOW, I am a NEW STRONG MAN.
It's wonderful! I never dreamed I
could live to have a big 49 inch
CHEST!! powerful 17 inch ARMS!! a
small 32 inch WAIST the big 17
inch difference between my chest
and waist attracts everybody's
admiration at the beach."

Felipe Mendoya

—CALIFORNIA



MAN! aren't YOU as SICK and
TIRED as I and thousands of
MIGHTY JOWETT HE-MEN
WERE OF
BEING SKINNY?

Then, Come on, Pal, do as they did!
Give me 10 Pleasant Minutes a Day
and I'll give YOU a NEW HE-MAN BODY
for your OLD SKELETON FRAME.

NO! I don't care how skinny or flabby you are; if
you're a teen-ager, in your 20's or 30's or over; if you're
short or tall, or what work you do. All I want is to MAKE
YOU OVER by the SAME METHOD I turned myself from a
wreck to a Champion of Champions.

YES! You'll see INCH upon INCH of MIGHTY MUSCLE
added to YOUR ARMS. Your CHEST deepened. Your BACK
AND SHOULDERS broadened. From head to heels, you'll gain
SOLIDITY, SIZE, POWER, SPEED! You'll become an ALL-
Around, ALL-American HE-MAN, a WINNER in everything you
tackle—or my Training won't cost you one single cent!

Develop YOUR 520 MUSCLES

Gain Pounds, INCHES, FAST!

Friend, I've traveled the world. Made a LIFETIME STUDY
of every way known to develop your body. Then I devised
the BEST by TEST, my "5-WAY PROGRESSIVE POWER" the
only method that builds you 5-ways fast. You save YEARS,
DOLLARS like movie star Tom Tyler did. Like Champ Roger
Hirsch . . . Like MANY THOUSANDS like you did. SO . . .



George F.
Jowett
Whom
experts
call
"Champion
of
Champions"



This may be Your LAST
chance to GET
AMAZING NATIONAL
EMERGENCY OFFER!
All these for only
5 Picture
Packed
COURSES
on He-Man
Building
while supply lasts!
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2. MUSCLE METER

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—R.F. Kelley
Physical
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George: Send me FREE Photo Book of Strong
Men, a Muscle Meter, plus all 5 HE-MAN
Building Courses: 1. How to Build a Mighty
Chest; 2. Mighty Arm; 3. Mighty Grip; 4.
Mighty Back; 5. Mighty Legs—all in One
Volume "How to Become a Mighty He-Man."
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CITY _____ ZONE _____ STATE _____

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A READY-TO-FLY JET AIRPLANE
Attach wings—light fuse—and away it goes. Flies 500 ft. high. Complete with engine & jet fuel. Sell one order.



FISHING TACKLE SET
Big 19-piece outfit, including all-metal carrying case. Sell one order of Seeds plus 75c.



DOLL LAMP
Every girl from 6 to 60 will love SOUTHERN BELLE. Beautiful 17" doll lamp. Sell one order plus \$1.00.



ELECTRONIC WALKIE-TALKIE
Complete 2-way talking system. Just string out wire—start talking. No batteries needed. Sell one order.



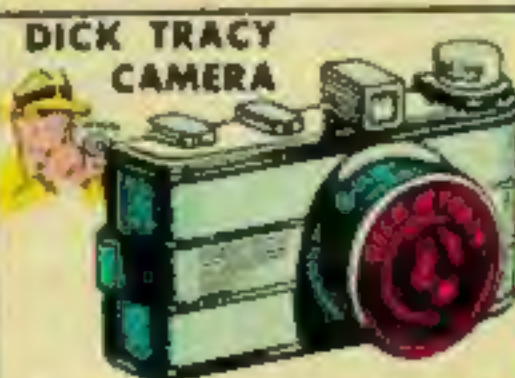
JUNIOR SPORTS KIT
Touch football, 21" basketball, rubber baseball, referee's whistle. Sell one order.



ROY ROGERS
3-POWER BINOCULARS
Matched lenses, special shoulder strap. Sell one order.



MAJESTIC RADIUM-DIAL WATCH
Figures shine in dark. Handsome, guaranteed watch. Leather strap. One order plus \$1.50.



DICK TRACY CAMERA
Camera, complete with carrying case. Sell one order.



Professional Type Junior Archery Set
For boys & girls. Includes hardwood bow, arm guard, 4 arrows, instructions. Sell one order plus 75c.



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Husky hunting knife plus four blade Camp knife. Double leather belt sheath. Sell one order.



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COWBOY CARBINE
A fast-shooting 800 shot Air Rifle. Sell one order plus \$2.00.

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Address _____

City _____

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